

Entrepreneurial Education for Startups and Business Leadership–
An Analytical Reading and a Forward-Looking Vision for the
Adaptation of Leading International Experiences

*L'éducation Entrepreneuriale pour les Startups et le Leadership des
Affaires– Une Lecture Analytique et une Vision Prospective pour
L'adaptation des Expériences Internationales de Premier Plan.*

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Abstract:

The research paper aims to highlight the role of entrepreneurial education in encouraging entrepreneurship among young people to embody their ideas in the form of emerging institutions and entrepreneurship, in order to contribute to the development of the wheel of economic development. Perhaps one of the most important factors in spreading and enhancing the culture of entrepreneurial work is the attempt to benefit from international experiences and work to emulate them to benefit from them with the aim of promoting Algerian initiatives.

Keywords: *entrepreneurial education, entrepreneurship, start-ups. International experiences, sustainable development.*

Jel Classification Codes: I25, J4.

Résumé: *Le document de recherche vise à mettre en évidence le rôle de l'éducation entrepreneuriale dans l'encouragement de l'entrepreneuriat chez les jeunes pour incarner leurs idées sous la forme d'institutions émergentes et de l'entrepreneuriat, afin de contribuer au développement de la roue du développement économique. Peut-être l'un des facteurs les plus importants dans la diffusion et le renforcement de la culture du travail entrepreneurial est la tentative de bénéficier des expériences internationales et de travailler à les émuler pour en tirer profit dans le but de promouvoir les initiatives algériennes.*

Mots clés : *éducation entrepreneuriale, entrepreneuriat, start-ups. Expériences internationales, développement durable*

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1. INTRODUCTION

Contracting is of great importance, earning it significant prestige and attention from officials. This is because it is a supportive aspect of the country's economy and helps open up competition. Among its importance is that it helps develop the economy, provide job opportunities, and promote innovation and renewal.

Algeria, like other countries seeking to develop its economy, has paid attention to entrepreneurship as one of the paths to economic reform, serving young people from all walks of life, especially university graduates.

Entrepreneurship has been closely associated with university graduates because it requires qualified professionals in its field. University education plays a major role in training, supporting, and qualifying individuals to learn the secrets of working there. The university also seeks to provide students with skills that encourage independence and other support in this field.

Efforts have emerged at Algerian universities to support young people and bring them into the field of entrepreneurship. This is achieved by holding seminars and forums to encourage and encourage entrepreneurship. What highlights the interest in entrepreneurship is the idea of the "Self-Contractor Card," which has recently emerged as an encouragement of self-confidence first, an encouragement to work second, and support for human resources third.

This interest in entrepreneurship and entrepreneurial education was due to its impact on entrepreneurship and emerging institutions, and from this standpoint the following main question arises: To what extent does entrepreneurial education affect entrepreneurship and the development of emerging institutions? To answer this problem, some supporting questions arise, such as:

- What is contracting?
- What is the role of contracting in developing businesses, especially economic ones?
- What is its role in the functioning of emerging institutions?

Hence, the importance of the topic becomes clear through addressing an important topic, which is knowing the contribution of contracting in supporting the pace of business in labor institutions, especially emerging institutions, given its impact on developing and advancing the economy, as well as countries' support for such activities to continue economic activity and achieve self-sufficiency.

2. Concepts related to contracting:

2.1. Definition of contracting:

Like other terms, contracting is a term that needs to be explained and defined as it is the subject of this research paper. Therefore, a group of other terms are related to it, such as contractor and contracting education.

The development of the term contracting has undergone changes based on its connection to intellectual trends. Initially, the term was related to the economic aspect, then it evolved to define its connection to individuals and their personal characteristics, i.e. contractors (Balrashid, 2023).

Contracting as a term dates back to 1732 AD, and means relying on a set of knowledge and skills to develop training programs or projects that earn their owner status and individual income.

The construction of this project takes place according to a set of stages that ensure the development of the work, as its stages begin from the decision to enter into contracting until the establishment of an institution with its own contractor. (Naji, 2020)

There are those who date the emergence of contracting back to the year 1700 AD, when it carried the meaning of preparing an individual for a project with conditions in it, such as ability, money, bearing risks and difficulties, creativity, and knowledge of the arts and rules of management.

This project has many goals, such as achieving individual income, making profits, and participating in the development of the national economy.

The idea of contracting may create job opportunities, enhance production, invest in resources, and market products through the production and sale of goods. Thus, contracting becomes a process that helps in acquiring skills and knowledge about preparing a project and knowing how to make it successful. (Murabit, 2020)

Thus, it can be said that contracting is a project that requires knowledge and skills known to the project owner (contractor), which enable him to achieve many goals from his project and benefit others at various levels.

2.2. Definition of contractor:

The definition of Entrepreneur can be referred to in this place as an integral part of entrepreneurial thought, which is the reason for the existence of entrepreneurship. If it were not for the presence of an individual who sets limits and goals for the project and possesses the capabilities and skills, the project would not have known a path to advancement. Accordingly, the contractor is the individual who builds the project.

The term contractor is linked to the meaning of effectiveness. He is the one who works to establish, organize, manage, and administer the institution. Thus, he is the one who manages, plans, organizes, and creates the idea of the institution, and the owner of the reins of affairs. In his place, another person may manage the institution while he remains responsible for it.

The definitions of contractor have varied, each according to his specialization and idea about this individual. The term first appeared in France, and it carries the meaning of directness (bashaer), i.e. an individual who undertakes a work, or precedes its innovation. It also carries the meaning of assuming responsibility, i.e. he is responsible for the project he has developed and its results.

He is also the individual who is aware of opportunities and exploits them to achieve a certain accomplishment, and these opportunities provide effort, financial and physical ability, and support as well.

The contractor is an individual who is distinguished by a set of characteristics such as ability, self-confidence, will, possibility, and distinction, and is the owner of an idea, has management skills, and abilities to develop the work. At the same time, he must be persistent, willing to

achieve his financial independence, and accept failure, striving to achieve his dreams no matter what happens. (Balrashid, 2023)

Thus, the contractor becomes an individual with characteristics that help him build his own institution, which makes him seek to enter the field of contracting, and the way to do that is for him to join the seats of contracting education.

3. Entrepreneurial education in the world::

3.1. Definition of entrepreneurial education.:

Contracting education means allocating specific seats and developing programs that focus on teaching strategies and skills, the way to enter the contracting field, and how to gain experience in the field.

The university took an interest in this matter, so seats were allocated to teaching contracting and special programs and lectures were developed for it. This was the first time in America, specifically at Harvard University in the United States.

There are those who believe that the first person to have the idea of teaching contracting and to develop his own lesson was the Japanese "Shigeru Fijii" from the University of Kobe in 1938 AD.

Entrepreneurial education is concerned with developing the individual's skills and abilities, achieving a job and changing the project system by encouraging innovation and creativity, and training individuals in the field of contracting, as it has the slogan "Today's student, tomorrow's contractor", developing entrepreneurial behavior, developing the personality of the individual wishing to join the field, supporting the realization of individual ideas and achievements, and instilling a culture of individual and capitalist work. (Naji, 2020)

In these aforementioned points, the objectives of entrepreneurial education are evident, while its importance is highlighted in developing the economy and supporting individuals to develop production and creativity, thereby creating job positions, exploiting human resources, and eliminating unemployment at the same time, while achieving material and individual profit and individual independence.

3.2. Approved methods for teaching contracting:

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Contractual education is not isolated from regular education. It also has a set of approved methods for conveying ideas to students and learners. One of these methods is the indoctrination strategy, which is the same as the presentation strategy, where the teacher presents the lesson, and its opposite is the request strategy, which distinguishes the learner, as he requests to know things through questions.

Other methods are also adopted, such as presenting videos on the subject of the study, telling real stories about the organizers of this field and their successes, discussing topics in groups, field visits to leading institutions in the field, presenting research prepared by students to learn more about the topics by investigating them, simulating pioneering experiences and trying to achieve in their own way. (Al-Judi, 2014/2015)

Accordingly, these are the most important methods adopted in the entrepreneurial study process in universities, institutes, training, or courses.

3.3. Examples of entrepreneurial education in the world:

Interest in this topic was and still is to this day due to its aforementioned importance at all levels, especially economic, and therefore many experiences have emerged in the world, each of which is distinct from the other.

The American experience has witnessed many events and activities, and a week is organized every year around contracting, to motivate individuals to join it. Electronic games and websites dedicated to contracting have been provided. The government is also conducting media campaigns to encourage young people to embark on this idea. The university is also interested in providing lessons on it by allocating programs on it. It has also had another experience in allocating specific prizes for young contractors through competitions at the university level.

Britain has also taken an interest in this matter, providing teaching facilities and establishing university education programs. In addition, the National Council for Business Graduates was established, and awareness campaigns were launched to instill the entrepreneurial spirit in young people. Financial funds were also allocated to support business centers in the country.

As for Belgium, it has also focused on teaching it at universities according to specific curricula and programs, harnessing the capabilities of students to develop their projects, providing those wishing to establish a business project with support and development documents, and granting certificates to students to develop their businesses.

One of the pioneering models in the field of entrepreneurial education is the experience of Spain, which sought to contain students' ideas and allocate an annual budget for this matter.

As for the Algerian experience in this field, it is represented by the Contracting House, which is a link between the Algerian University and the Ministry to support students who have contracting ambitions. Its first appearance was at the Mentouri Brothers University in Constantine in 2007. Its goal appears to be to encourage the spirit of contracting and increase interest in the world of business and its leadership, through training and accompanying students, awareness campaigns on the subject, and other activities. (Murabit, 2020)

Accordingly, these were the most important global experiences in the field of entrepreneurial education, all with one goal: to support young people and new ideas in the field of contracting.

4. Institutions emerging in the world:

4.1. Definition of emerging institutions.

An emerging institution is a name for that small project that carries a new idea that did not exist before, and at the same time they are institutions that do not last long or are temporary, and are distinguished by innovation due to the novelty of their topic, proposal, or idea. They aim to create new ideas, diversify the product in the economic field, correct ideas, and address defects in humanitarian fields.

The importance of an emerging organization in providing job opportunities is highlighted by opening new horizons for work, developing capabilities, and exploiting human resources. It is also considered a reason for developing the economy, as it will one day become a major corporation.

It also highlights its benefit in encouraging students to embody their ideas and innovate to avoid the decline of the mind, create new goods, support

major institutions, support the pace and development of the economy, and other benefits. (Soltan, 2023)

Thus, there was interest in emerging institutions, and global, Arab, and even Algerian experiences emerged that supported the idea of the emerging institution.

4.2. International, global and Arab experiences:

Given these benefits and the importance of start-ups, attention has been paid to them and efforts have been made to support those wishing to build two start-ups in any field. One of the most notable experiences in this field is that of Algeria, where the Algerian University has been interested in supporting those wishing to establish a start-up by providing the capabilities through business incubators that are part of the university.

The first Algerian business incubator was established at the University of M'Sila, and the idea then spread to other universities as an idea approved by the Ministry of Higher Education and Scientific Research, aiming to value students' ideas and support development, creativity and innovation in various aspects. (Murabit, 2020)

This is considered an aspect and part of the interest in emerging institutions. As for the rest of the experiences, pioneering and successful experiences have emerged that resulted from the idea of supporting this type of innovation. For example, the idea of these sites approved today, such as WhatsApp, Facebook, Telegram, Google, Twitter, and Wikipedia, and these sites and applications approved in universities, such as Moodle, Progress, and others, are nothing but the results of ideas that were once a desire to achieve an aspect of ease in work and facilitation in life matters.

Among these experiments are the American "Ramp Foundation", which appeared in 2019, which helps manage money via the Internet platform, and the Klarna Foundation, which appeared in 2005 as an online payments bank, as well as the "Yaseer Foundation", which was established in 2017 by "Mahdi Yato" and "Nour El-Din Taibi", which aims to provide transportation services via the Yaseer application, and the "BayTaps" Foundation for electronic financial services, which was the idea of the

Saudi "Abdul Aziz Fahd Al-Jawf" To provide electronic payment services. (Soltan, 2023).

Accordingly, these were the most important global, international and Arab experiences that were once ideas and developed as a result of the support of emerging institutions by countries until they became major institutions that achieve prosperity and facilitation for the individual and achieve economic development and material income for the state and its owner.

5. The role of entrepreneurial education in the emergence of emerging institutions and the development of work:

From the above, we can discern the relationship between entrepreneurial education and emerging institutions, because each of them is linked to the other, as the goal of entrepreneurial education is to establish an individual institution that guarantees it independence. An institution can only be established by learning the methods, tools, and strategies that guarantee the success of its institution, and this can only be done through entrepreneurial education.

Therefore, the relationship between them is complementary, as each one complements the other and ensures his success. If it were not for the individual having the goal of establishing his own institution that guarantees him independence, he would not have turned to entrepreneurial education. If it were not for the capabilities and skills that the individual learns, the institution would not have succeeded.

Therefore, the existence of the second requires the existence of the first, and the existence of the first requires the existence of the second, just as each of them is considered a reason for the existence of the other.

As for their relationship with work, entrepreneurial education will be a reason for creating new ideas, and if these ideas find support and funding, they will become an emerging institution, and this institution cannot be managed except with the presence of a group that has some qualities, and if the institution develops and becomes one of the leading institutions in the field of business, then there will be an opening for work positions that attract human resources It eliminates unemployment by providing production and strengthening the labor market with goods, so the impact extends to various aspects of work, which develops the economy.

6. CONCLUSION:

At the conclusion of this research paper, which focused on studying previous experiences in the field of entrepreneurial education and its impact on entrepreneurship, the emergence of emerging institutions, and the relationship between them, it was concluded in the end that entrepreneurial education has a profound impact on the existence of emerging institutions due to the complementary relationship between them. Each of them also has an impact on the other.

Algeria, like other Arab countries and countries of the world, has been interested in contracting education due to its importance in supporting the pace and development of the economy, as well as developing the individual's skills and abilities, which helps him to be creative and innovative. This is achieved by providing seats for teaching contracting in universities and supporting scientific research there. This research is the best evidence of this interest. The Contracting House has also been established as one of the institutions that support the idea. Recently, the "Self-Contractor Card" has appeared To support young contractors.

It also supported the idea of emerging institutions due to their economic influence through business incubators that embrace creative and innovative ideas in various fields and specializations.

The name of America, Britain, Russia, and Belgium has emerged among the countries interested in supporting entrepreneurial education, and their methods have varied by providing sums of money and providing seats in universities to teach entrepreneurship, as well as encouraging research in this field, supporting young people, and holding prizes to compete in innovation and creativity.

This encouragement also had an impact on the establishment of emerging institutions that received attention from the authorities and the public, and became major institutions with an impact on the world and the international economy.

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