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Methods and Ingredients of Successful Entrepreneurial Education at Annaba University: Creating a Challenge-Based Model for Future Entrepreneurs

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Abstract:

Entrepreneurship education is a modern method and approach to education concerned with developing students' entrepreneurial skills and increasing their entrepreneurial spirit to become entrepreneurs in the future. The study aimed to clarify the most important methods of success: to provide them with the knowledge necessary to build their personalities, encourage them, and consider entrepreneurial challenge-based education an effective model for this. The study concluded the necessity of adopting modern methods in entrepreneurial education.

*** Biskri Nour Elhouda**

1- Introduction

Entrepreneurial education is a new field of education that has witnessed widespread in the current era coinciding with the increasing interest of researchers and academics in the subject of entrepreneurship, as well as, due to the rapid development of new technologies and the various complexities witnessed in today's environment, as a field of special importance for individual and social development. As a result, education and teaching in the field of entrepreneurship have become a contemporary issue, as it is the education that specializes in introducing individuals to the field of creating future projects and turning them into entrepreneurs by helping them find ideas and materialize them on the ground. Entrepreneurship is a critical driver of employment, and economic growth and the key factor for the economic progress of any country, because it allows the introduction of new products and services. It is a dynamic process through which opportunities can be discovered, evaluated, and seized by creative individuals who seek to innovate and help build advanced societies in various fields and have attributes and characteristics that can be acquired through appropriate education, which is the fertile field for the development of these entrepreneurs. All this led to the emergence of entrepreneurship education, which allows its output to be individuals who possess various skills that enable them to create their enterprises.

Research indicates that there are many classifications of entrepreneurial education. There is a set of methods and ingredients that help it to achieve its success, increase its effectiveness, and achieve its goals, to build leadership figures capable of establishing and managing their organizations, as it is a modern academic method and approach based on it to form competent entrepreneurs in the future. It requires using an active learning method that puts professors at the center of the educational process to guide students through the learning process instead of delivering knowledge and information traditionally.

To enhance entrepreneurial thinking skills, the methods adopted must be more creative and adapted to the current era, many of which combine experimental methods, case studies, discussions, and collaborative methods, all of which can be termed entrepreneurial challenge-based education.

Problematic:

Entrepreneurial education is considered one of the most important methods, and the curricula followed allow future entrepreneurs to create their own projects. For this to be achieved there must be a combination of methods and ingredients that help it achieve its goals and increase its success. In this regard, the following problem can be raised:

What are the most important methods and ingredients of successful entrepreneurial education to create future entrepreneurs?

Several sub-questions can be raised:

- What is entrepreneurial education? What is entrepreneurship?
- Who is the entrepreneur? What are its most important features and motivations?
- What are the most important methods that help entrepreneurial education succeed?
- What is entrepreneurial challenge-based education? What are his most important goals?

Hypotheses:

The main hypothesis is:

The entrepreneurial challenge-based education model is one of the most important methods and ingredients for the success of entrepreneurial education because it combines several effective modern methods that allow the creation of future entrepreneurs.

Objectives of the study:

The goals of this study are multiple and can be summed up as follows:

- Presenting various concepts related to entrepreneurship and entrepreneurial education.
- Clarifying the nature and characteristics of the entrepreneur.
- Clarifying the most important methods and ingredients for the success of entrepreneurial education to create future entrepreneurs.
- Presenting the model of entrepreneurial challenge-based education.
- Clarifying the objectives of entrepreneurial challenge-based education.

The importance of studying:

The importance of the study is evident in highlighting the most important methods and ingredients of the success of entrepreneurial education that allow the formation of future entrepreneurs, in addition to clarifying the model of entrepreneurial challenge-based education and its various methods and the goals that it can achieve if applied effectively, providing this study with the theoretical knowledge that concerns entrepreneurship for both students and researchers and proposing a modern model for entrepreneurship education that would enhance their success and create a new generation with entrepreneurial competencies capable of becoming entrepreneurs in the future.

Study Approach:

To achieve the study's objectives, a descriptive-analytical approach was adopted, which suits the nature of the subject. Various concepts related to the variables of the study were described and analysed. Many articles and books in Arabic and foreign languages were used to define the most important methods and ingredients of the success of entrepreneurial education.

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2- Theoretical Framework for Entrepreneurship Education:

2-1 The emergence of entrepreneurial education:

Since the beginning of the nineties, the era has become the era of entrepreneurship and the interest of many educational and university institutions and governmental organizations, as well as the field of research and studies. In this context, Baumol et al. 2007 from Bell University and the Kaufman Organization launched a book under the name Capitalism: Good and Malicious Capitalism. The hypothesis of entrepreneurial capitalism as a new pattern of the modern economy and considering that education has a major contribution to it, educational and training programs in the field of entrepreneurship began to appear in many universities and have been taught since the beginning of the nineties of the twentieth century.[1] His concept also developed due to several events related to it.

In 1911, Joseph Schumpeter published his book under the name The Theory of Economic Development in Germany. In 1921, Frank Knight published the first American model of the entrepreneurial process under the name Risk, Uncertainty, and Profit. In 1951, the first master's degree in New Enterprise Business Administration appeared at Harvard University. In 1953, the University of Illinois presented a lecture whose main topics revolved around small enterprises and entrepreneurship development. Peter Drucker also gave a lecture about entrepreneurship and creativity at New York University. In 1968, the first training in the field of entrepreneurship was at Babson College, and Karl Vesper established a special group on academic entrepreneurship for business administration in 1974. The first magazine dealing with entrepreneurs was published in 1976, and the total number of colleges and universities where entrepreneurship is taught was about 370 in 1993. The first website specifically for entrepreneurship education was www.slu.edu/eweb, and in 1999, an article was published in the Journal of the Academy of Management regarding international entrepreneurship.[2] Teaching in the field began in 1938 at Kobe University in Japan. In 1947, Myles Mace offered the first entrepreneurship course in the United States of America at the Harvard Business School. Only half a century later, the phenomenon was widely recognized worldwide.[3]

2-2 Entrepreneurial education:

Entrepreneurial education is defined as a set of methods that allow for the training and formation of individuals to achieve economic and social development through the establishment of their institutions[4]. Its programs aim to create an innovative and risk-taking entrepreneur capable of establishing and developing his project [5] and developing a culture of entrepreneurship among students [6] so that they are proactive in searching for, evaluating, and exploiting potential opportunities.

It is the process of education in the field of entrepreneurship that leads to the development and improvement of students' intellectual and mental skills and

abilities so that they can transform their creative ideas into entrepreneurial actions and have an entrepreneurial behavior and orientation[7] that encourages them to think creatively, allowing the creation of new types of products and services and finding solutions to existing problems.

From the above, it can be said that entrepreneurial education is a scientific method and approach that contributes to giving knowledge and skills that help students carry out entrepreneurship work through developing and strengthening entrepreneurship orientation.

There are several classifications for it. In this regard, Jamieson 1984 suggested three classes, which are[8]:

- **Education about projects:** this type aims to raise the level of entrepreneurial awareness motivate and encourage the start of projects and businesses. For example, it helps in developing a business plan;
- **Education for projects:** this education allows for increased awareness of the field of entrepreneurship and encouragement to start it;
- **Education in projects**: this education is directed to entrepreneurs and contractors to support them so that they can continue and expand their businesses;

According to Linan (2004), there are four other classifications of entrepreneurial education:

- **Education in the field of entrepreneurship**: in order to spread entrepreneurship awareness and transfer knowledge regarding small projects and self-employment;
- **Education to create start-up enterprises**: this type of education allows individuals to be prepared to become owners of enterprises, this type is directed at those who have an entrepreneurial intention and it focuses more on the practical aspects of the start-up stage, such as how to obtain financial support;
- **Education for entrepreneurial dynamism:** this education is directed at entrepreneurs who have already established their businesses to strengthen them, and it helps them know the various strategies for expanding the business and entering new markets;
- **Continuing education for entrepreneurs:** this type contributes to improving entrepreneurs' capabilities and efficiency.

Entrepreneurial education has several characteristics that can be summarized in Figure No. 01.

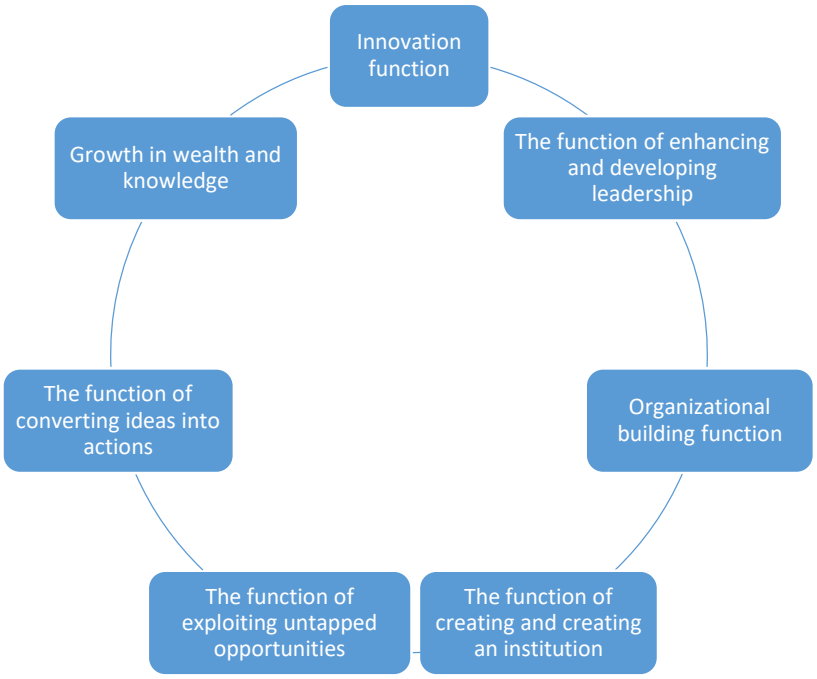

Figure No. 01: Characteristics of entrepreneurial education Definition of the entrepreneur:

According to Say (1803), he is the creative person who organizes the means of production to create added value and according to Schumpeter (1950), he is the person who can transform new ideas into tangible innovation[9], so he is the risk-taking person who seeks to always explore and find new and innovative ways to provide uncommon services and products[10].

According to Max Weber (1930), he is a person who is capable of innovation and has great energy (McClelland, 1961; Rao & Mehta, 1978) he has the capabilities to solve problems and can determine the goals that he wants to reach depending on his effort and ability[11].

In addition to several features that distinguish it from others, the most important of which can be explained in[12]:

The need for achievement: the entrepreneur has a strong incentive and motivation to achieve;

- **Focus and love of control:** the entrepreneur has a strong tendency to love control;
- **Desire for independence:** the entrepreneur here has a strong need for independence, loves individual freedom more than others, and hates rules and restrictions.
- **Going out of the ordinary:** the entrepreneur tends to think unusually;
- **Opportunism:** by seizing possible opportunities to exploit them and create the event;
- **The ability to be creative**: by creating new things;

- **Intuition:** the entrepreneur has strong intuitive thinking and relies on it in processing information.
- **Self-confidence:** they have high confidence in their abilities and skills;
- **Entrepreneurial spirit:** they have the spirit of initiative and are always looking for opportunities;
- **Goal orientation**: he defines it accurately and strives and perseveres to achieve it;
- **Self-reliance:** he uses all his energy and effort and bears full responsibility;
- **Social skills:** they can interact and communicate with others[13].
- **The ability to develop a strategy**: that is effective in the face of risk and uncertainty;
- **Adaptive capacity**: responding to various risks;
- **Self-actualization:** a strong need for success.[14]

It can be said that the entrepreneur is that creative ambitious and risk-taking person who always seeks to embody his creative ideas and transform them into new and innovative products and services and is characterized by several features that help him organize and manage his project.

The various skills and motivations that distinguish an entrepreneur from others can be summarized in Table No. 01:

Table No. 01: Entrepreneur Skills and Motivations

Skills	Motivations
Administrative, technical, and personal skills Leadership Discover opportunities	Achieving independence Self-development Income generation Achieving wealth

Source: Agarwal, M. N., & Chatterjee, L. Entrepreneurial human capital and new venture performance: searching for the elusive link. Entrepreneurial human capital and New Academy of entrepreneurship journal, 13(1), p11

The entrepreneur creates new projects and can achieve self-fulfillment and independence at work. He is the leader of his project, through which he seeks to achieve wealth and expansion.

2-3 Definition of entrepreneurship:

Schumpeter's works are permanently linked to the concepts of entrepreneurship and innovation, as he considered them the search and exploitation of new opportunities in the field of business. Creativity is considered the primary source of distinction and uniqueness.[15] According to Christian Bruyat, it helps in creating wealth.[16] It is a situation that depends on a set of factors, and a person devoting his time and effort to a new project or organization to generate that value. [17]Accordingly, entrepreneurship is the process of creating new

organizations and is also known as an intelligent, integrated, interactive, regular, and continuous process. It begins with discovering and realizing the opportunities available in the market and choosing the best one that suits the desires of the entrepreneur who shows his willingness to take risks and search for excellence. By creating new projects or employing them in an existing organization[18], it contributes to economic growth and creates job opportunities.[19]

It consists of four basic elements[20]:

- **Individuals:** those involved in creating new organizations;
- **Processes:** are all the actions taken to start the project;
- **Organizations:** the type of company being created;
- **The surrounding environment:** which can affect the new project.

Its basic components can be shown in illustration No. 02:

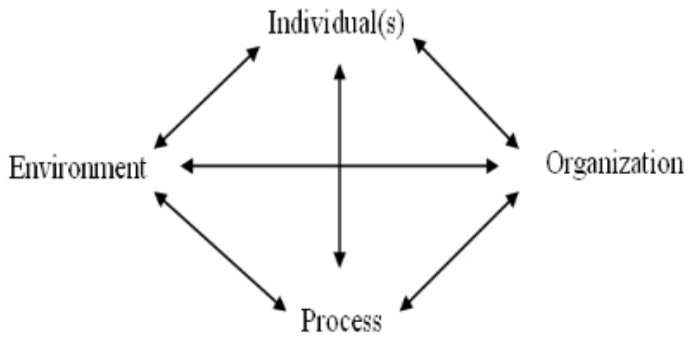

Figure No. 02: The basic elements of entrepreneurship

It can be said that entrepreneurship is a dynamic process that leads to the creation of wealth and value through the provision of new products and services, which begins with researching opportunities, seizing them, and transforming them into projects and institutions. It also contributes to advancing economic growth. The characteristics of entrepreneurship can be summarized in the following elements[21]:

- It is one of the inputs to the decision-making process regarding the optimal use of available resources to reach new products and services or develop and improve the methods adopted in production processes;
- It is a directed effort to coordinate production and sales operations;
- It includes several skills, including creative and administrative skills, in addition to individual initiative and the ability to confront risks in a changing and dynamic environment;
- It is the full awareness of the various available opportunities and existing challenges and the best use of resources to implement new ideas in projects that have been planned with high efficiency;
- It is the focus of the production process that seeks to achieve profit;

- It is the work carried out by the entrepreneur, as he buys at a price at present to sell at an uncertain price in the future, which makes him exposed to a state of uncertainty.

The characteristics of entrepreneurship can be summarized in Figure No. 03 below:

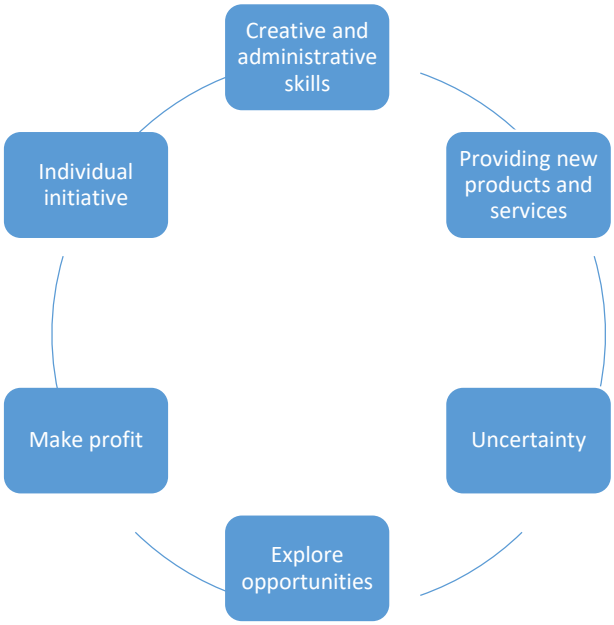

Figure No. 03: Entrepreneurship characteristics

2-4 Methods and ingredients of successful entrepreneurship education to create future entrepreneurs:

Entrepreneurial education must be modern and in line with the requirements of the current era, which in turn is based on[22]:

- Activating the role of existing agencies within the university, such as business incubators, to transform ideas into real opportunities. Here, creative ideas must be embraced and applied until they are embodied, and talents should be accompanied and linked with external agencies such as the National Agency for Supporting Youth Employment, banks, and the National Unemployment Insurance Fund;
- The use of technology in education is of great importance. It plays an important role for professors and students because it facilitates access to various new knowledge and allows interaction between them and knowledge of the business world and the experiences of successful entrepreneurs.

The use of information and communications technology also works to motivate students, improve and develop their skills and abilities in independent learning, and increase the spirit of teamwork.[23] Improving traditional academic education and becoming "social and emotional education," which contributes to learning

emotional and social skills. Here, students are able and adept at communicating, cooperating, and finding solutions to problems;

- Relying on theoretical knowledge, such as lectures, and practical knowledge, such as case studies, business plan projects, and learning from experience. The learning environment must extend outside the classroom to be applied in a real market environment, and there is experimentation and learning from mistakes, and here education is based on work[24]. Experiential learning is incorporated through the creation of new projects to bring realism, which in turn encompasses many methods, including: generating ideas and innovation to improve performance helping students find solutions to practical problems creatively and strategically, and making plans for their projects as an effective means through which the ability to observe and practice can be acquired;
- The educational method in the field of entrepreneurship must answer three fundamental questions: What should be taught? Curriculum content. How can it be taught? Instructional style and the possibility of interaction between stakeholders and students who should facilitate this collaboration? The nature of the professors, their educational experience, and other competencies outside the curriculum it must be noted that those who carry out entrepreneurship education are specialized professors who have experience, personal skills, and specifications of human resources qualified because effective education in entrepreneurship must be provided by professors who have appropriate orientations and experiences in the field of entrepreneurship so that the student can be developed and become a future entrepreneur, as academic excellence alone is not enough;
- Integrate students with successful entrepreneurs so that they can see the successful life that awaits them if they become entrepreneurs in the future[25].

From the above, it is possible to establish the most important methods and ingredients for the success of entrepreneurial education that contribute to the formation of future entrepreneurs so that education combines various modern educational methods to achieve its effectiveness and thus become "entrepreneurial challenge-based education."

3- Entrepreneurial challenge-based education is a model for creating future entrepreneurs at Annaba University:

Entrepreneurial challenge-based education is a practical approach to entrepreneurship education, combining an action-oriented (project-related) and a pedagogical approach to reflection and challenge. Here, students are challenged to develop, refine, and implement their ideas (often in group collaboration). It aims to inspire enjoyment in the learning process and incorporates a combination of different learning styles, such as Linking cognitive, personal, and social competencies to the content of entrepreneurship and communicative education through communication between professors and students in the form of dialogues

that are respectful, motivating, encouraging, facilitating collaboration. Enhancing their creativity opens the way for voluntary work and is an opportunity to find solutions to social issues. To become a social entrepreneur, entrepreneurial challenge-based education incorporates a discourse-based learning method that encourages students to participate in discussions and present different viewpoints, trends, and interests of society, which leads to enhancing students' dialectical skills[26]. As multiple curricula and interactive teaching methods are also considered necessary to enhance and develop creativity, innovation, thinking, and exploring opportunities, the presence of cooperative and communicative education and the use of the experimental method enable students to think creatively[27].

Figure No. 04 shows the various methods of entrepreneurial challenge-based education

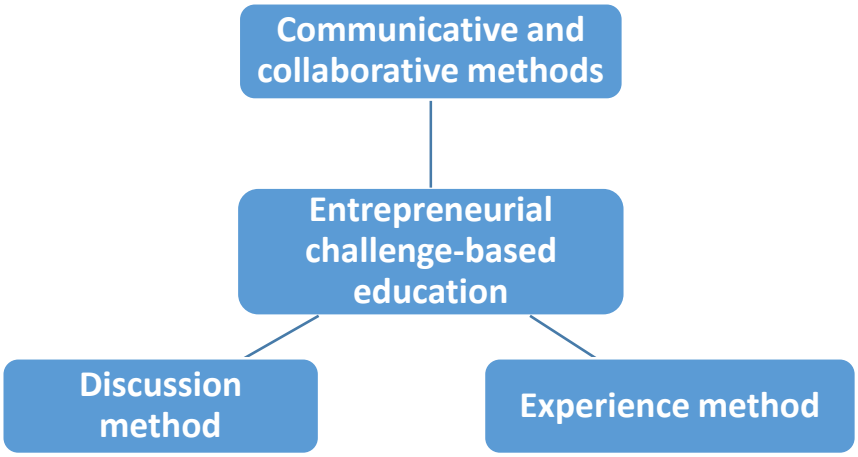

Figure 04: Entrepreneurial challenge-based education methods

In the case of the effective application of entrepreneurial challenge-based education methods, this will lead to achieving its objectives of providing students with the various skills and qualities that are required of an entrepreneur, the most prominent of which can be summarized in the following points[28] :

- Providing administrative skills to help solve various problems, as well as the ability to organize and make decisions;
- The ability to take responsibility;
- Providing various social skills, such as the ability to cooperate and work in a group, in addition to learning new roles;
- Developing personal qualities such as enhancing self-confidence, encouragement and support, perseverance, and independence;
- Providing the skills required by entrepreneurship, such as creativity, risk-taking, the ability to embody ideas, and the ability to socialize;

- The ability to overcome various obstacles, problems, etc.
- Encouraging students to set up their entrepreneurial projects;
- Providing various knowledge that allows increasing the capabilities required for entrepreneurship.

It can be said that entrepreneurial challenge-based education is an effective model for the success of entrepreneurial education and contributes to the creation of future entrepreneurs. It has several basic objectives, most notably directing and motivating students toward entrepreneurial orientation by developing their entrepreneurial sense and awareness, increasing the challenge to learn various skills of successful entrepreneurs, improving their administrative and social abilities and knowledge, and developing their personal qualities.

4- Conclusion:

This study concluded that many methods and ingredients help entrepreneurial education create future entrepreneurs and have a major role in its success. Entrepreneurial challenge-based education is considered an ideal model for it because it is a combination of modern methods that increase its effectiveness and is built on non-traditional educational foundations. The study reached many results that can be summarized in the following points:

- One of the most important methods and ingredients for the success of entrepreneurial education is the entrepreneurial challenge-based education model, which includes several effective modern methods.
- Entrepreneurial education is to qualify students in the field of entrepreneurship scientifically with knowledge and skills that help them create their projects.
- Entrepreneurship is an intelligent, integrated, and interactive process that aims to create new organizations. It begins with recognizing opportunities, evaluating them, and choosing the best ones.
- An entrepreneur is a person who shows a willingness to take initiative and risk and has several characteristics and motives that distinguish him from others, the most important of which are self-confidence, the need for achievement, the individual tendency for independence, and others.
- The most prominent methods that help entrepreneurial education succeed are the integration of information and communication technologies to facilitate interaction between professors and students. Entrepreneurial challenge-based education is an effective model for successful entrepreneurship education and consists of several different teaching methods that allow students to be challenged to develop and realize their ideas.
- The main objectives of entrepreneurial challenge-based education are to make learning fun, to link cognitive, personal, and social competencies to entrepreneurial content, and to promote communication between professors and

students in the form of respectful and motivating dialogues to build future entrepreneurs.

Study recommendations:

This study recommends several recommendations for entrepreneurial education to achieve success in creating future entrepreneurs:

- A radical change in the method of entrepreneurial education and the introduction of technology to facilitate communication and interaction between professors and students.
- Getting rid of the theoretical method of teaching entrepreneurship and making it an active method based on creativity, discussion, and experimentation.
- Presenting real-life stories and successful models of entrepreneurs to benefit from their experiences.
- Using the case study method by conducting field experiments in various economic institutions.
- Forming and training professors in the field of entrepreneurship from time to time.
- Selecting professors according to previously defined criteria and having high competencies in entrepreneurship, so the academic standard is not sufficient.
- Integrating entrepreneurial challenge-based education as a modern method and curriculum for entrepreneurial education in all specializations and faculties.
- Enhancing communication and cooperation between students and various accompaniment and guidance bodies to embrace creative ideas.
- Motivating students to dialogue and express opinions to overcome fear and hesitation.
- Conducting competitions and honoring those with creative ideas.
- Benefit from teaching methods applied at the world's leading universities in the field of entrepreneurship.

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Footnotes

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