

PalArch's Journal of Archaeology of Egypt / Egyptology

ENTREPRENEURSHIP EDUCATION AND TRAINING

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**Abeer Al Ghamdi, Nabil Tarifi, Muhammad Khan- Entrepreneurship Education and Training
-- Palarch's Journal of Archaeology of Egypt/Egyptology 18(16), 57-64. ISSN 1567-214x**

Keywords: Entrepreneurship; Education; Students; Training; University

ABSTRACT

Entrepreneurship has gained popularity all across the world in over a few decades. Entrepreneurship as a profession has been raising very intensely as many people opening up their businesses. They are looking forward to seeking entrepreneurship education and training in order to sustain in the market and achieve competitive advantage. It is very important to educate people about the risks and opportunities involved in the market world. The aim of this study is to determine the awareness of entrepreneurship education and training especially students. The methodology used is quantitative research. The survey questionnaire was prepared and the primary data were collected from the 105 students of Effat University, Jeddah. The results found out that most of the students agreed that the entrepreneurship education and training are important for the development of the entrepreneurs. They also realise that the entrepreneurship education and training provides the necessary curriculum and skills to develop business, create awareness regarding the opportunities and risks in the markets as well as enhances abilities and capabilities.

1.0.INTRODUCTION

Entrepreneurship is one of the most important engines of economic growth. Its contributions cover different field as: fostering innovation, enhancing productivity, job creation, and effective alternative to wage employment, all of these driving to increasing national and personal incomes [1, 2]. Entrepreneurship has been encouraged these days as people are becoming more independent and are looking forward to opening up their businesses rather than sticking to their regular jobs. This means that many people are being given a chance to start up their businesses all across the world. They are finding it worth to take risks and opportunities in making their ventures succeed in the market. Not only has it become crucial in the practical world, but many academicians have also found interest in understanding it by means of education and training. Entrepreneurship education and training have gained much

attention from the academia in recent years. In recent years academicians and policy makers put much emphasis on entrepreneurship education. In the face of crisis in the corporate world and heightened unemployment, many governments emphasize on entrepreneurship as an alternative way out [3]. Even if entrepreneurship education does not turn students into entrepreneurs, it will prepare them better for employability and active citizenship [4]. It will help them to make improved decisions with proper planning and strategies.

With education, one should also seek training, as it brings about the integration of teaching with practice. Many studies have highlighted the importance of training in the field of entrepreneurship as this field lacks practice due to which teaching it without practice makes it as a subject to be just referred to in the books without having practical knowledge. Strong foundations should be built upon to rely in terms of practice and training [5]. The importance of learning in entrepreneurial success is well recognized, as reflected in an increasing number of studies devoted to entrepreneurial learning in recent years [6].

Without the development of a student-centered learning environment, most graduates will not develop the types of skills demanded by small and medium enterprises in a meaningful way. The failure to treat knowledge and skills as equal drivers of curriculum design will result in an imbalance that relegates skill development to a secondary learning outcome [7].

Many entrepreneurship training initiatives do not actually address the real needs of entrepreneurs. They feel that there is often a significant gap between the perceptions of the training providers and those of the entrepreneurs in terms of training needs, for what sometimes appear as key problem areas to the trainer may have little importance for the entrepreneur. Training would be especially valuable in cases where entrepreneurs' ideas are sound and where their experience, technical competence and motivation are high, yet they fail in their efforts to start new ventures [8]. The development of particular skills like inner control, risk taking, innovativeness, being change oriented, persistence and visionary leadership differentiates an entrepreneur from a manager [9].

Another important aspect is the focus on entrepreneurial education is the inclusion of female entrepreneurship as it is highly rising in practice as well as academics. Educators and trainers need to best respond to the challenge of encouraging more women to get involved in new business creation and will also be of benefit to those working in the areas of Business Studies, Entrepreneurship, Gender Studies and Business Development. They can effectively promote female entrepreneurship at local and national level [10].

The key features of the best entrepreneurship education and training are attributed to, top management support, comprehensive entrepreneurship education provision, skilled entrepreneurship education teachers, continuing professional development, entrepreneurial pedagogics, mentoring and formal tracking of graduates, also creating an innovative and entrepreneurial culture; and encouraging leadership and management skills training with an emphasis on life-long learning. All of this support is geared towards improving the performance of our entrepreneurial women and their companies [10].

Some women may require greater nurturing of self-confidence and esteem, as well as business skills. Women entrepreneurship programme has been developed that helps in developing own business plans, starting own business, growing own business, networking with other women entrepreneurs, receiving mentors to work with in. Women with matric (Grade 12) who want to start their own businesses as well as helping those who are in business already to grow their own businesses. It is, however, necessary to do a thorough investigation into the literature on women entrepreneurs with specific reference to education and training [8].

Though many people are aware of entrepreneurship, very few of them seek proper education and training. Hence, it is very important to understand people's perception about employment education and training and to educate them about the importance of entrepreneurship education and training [11]. This

study will focus on students studying entrepreneurship courses in order to find relevance to the concept of entrepreneurship education and training in their lives.

1. METHODOLOGY

The objectives of the study are understand entrepreneurship education and training and also outline the importance of entrepreneurship education and training in students' life

The methodology used in this study is quantitative in nature. The data collected is primary kind in nature as it is collected from the questionnaire and survey. This type of study does not use any kind of secondary data for the methodology. This study also considered ethical consideration through the use of consent form. The variables studied in this study are entrepreneurship education and training.

1.1 Ethical consideration

Ethical considerations are very critical in a research. These are the norms or standards for distinguishing between rights and wrongs, also they aid in determining the differences between acceptable and unacceptable behaviours. Ethical considerations and standards are important as they prevent the fabrication or falsifying of data. This helps to achieve the key goal of the research by promoting the pursuit of knowledge and in-depth study.

Environment of trust, accountability, and mutual respect among researchers is encouraged by ethical behaviour in collaborative work. Particularly, when considers issues related to data sharing, co-authorship, copyright guidelines, confidentiality, and many other issues. Because of the importance of ethical considerations, researchers adhere to ethical standards for gaining the support and trust of the public. The researchers give the public assurance that appropriate guidelines are followed for issues such as human rights, animal welfare, compliance with the law, conflicts of interest, safety, health standards etc. These ethical issues should be considered as they can greatly impact the integrity and outcome of the research project.

1.2 Data Collection and Analysis

Collection of the data is very necessary in a research. In any real life problem, it is often found that data at hand are inadequate; therefore the data collected should be accurate and useful. The methodology for collecting appropriate data differs considerably according to money costs, time and other resources that are available for use by the researcher. Primary data collection method includes experiments or surveys. Quantitative measurements can be observed by conducting an experiment. The data obtained by the researcher can be used to examine the truth and formulate a hypothesis.

However, in case of a survey, the data can be collected by any one by observation, interview, schedules, questionnaires etc. Data collected by observation involves collection of information by the researchers own observation and is based on the current happenings and not the past actions or future intentions. Interviews involve a focused procedure that is followed to seek answers by asking a set of pre-decided questions. Data is collected by these methodologies and implemented in the research to get an accurate conclusion.

Analysis of data is done after the data has been collected by the researcher. A number of closely related operations are involved in the analysis of data such as, establishment of various categories, application of the decided categories from raw data.

It can be done by the means of coding, tabulation and drawing statistical inferences. In case of large data, it is essential to condense and organize the data into manageable groups and tables for further analysis. Therefore, it is very important that researcher classifies the raw data obtained into purposeful and usable categories.

1.3 Tools used in this study

The most common tool used for quantitative research is surveys. The survey focuses on a particular group of people from a population and provides a standardized questionnaire to them. The surveys can

be distributed widely by using the appropriate means. The survey can be a questionnaire in written form that can be circulated by the means of mail, can be dropped off at residents etc. Oral surveys on the other hand are conducted face to face with the individuals. Electronic surveys are online questionnaires are the most widespread as they are circulated on a large scale and can be completed by a vast population. Surveys enable the collection of data from small as well as large populations. This characteristic of surveys is often referred to as the universe of a study.

2. RESULT AND DISCUSSION

The results of the survey are divided into two sections which is demographics and the analysis of questions associated with the topic in order to generalize the results and come to a conclusion.

2.1 Demographics of the respondents

There are 105 citizens voluntarily participate in answering the survey questionnaire. Table 1 tabulated the demographic profile of the respondents where majority of them are between ages 18-26 years old about 69.52%, followed by ages between 27-35 years old by 21.9%. Most of them own a Bachelor's Degree. Besides that, about 75.24% of the respondents are running their own business. The business of the respondents can be categories as 50.63% for small business, 26.58% for medium business and 22.78% for big business.

Table 1. Demographic profile of the respondents

Demographics	Category	Frequency (f)	Percentage (%)
Age groups	18-26	73	69.52
	27-35	23	21.9
	36-44	3	2.86
	45-53	1	0.95
	54-62	3	2.86
	63 and above	2	1.9
Education level	High school	44	41.9
	Bachelors	47	44.76
	Masters	8	7.62
	Others	6	5.7
Own a business	Yes	79	75.24
	No	26	24.76
Business size	Small	40	50.63
	Medium	21	26.58
	Big	18	22.78

2.2 Analysis of the survey in accordance to the study topic

This section of the results will conduct analysis based on the questions answered by the respondents (entrepreneur students) in Jeddah, Saudi Arabia.

Figure 1 shows that majority of 45.71% of the respondents strongly agree, 45.71% of the respondents agree the importance of entrepreneurship education. There are 3.81% of the respondents neither agree nor disagree. Also, there are 3.81% and 0.95% of the respondents disagree and strongly disagree respectively.

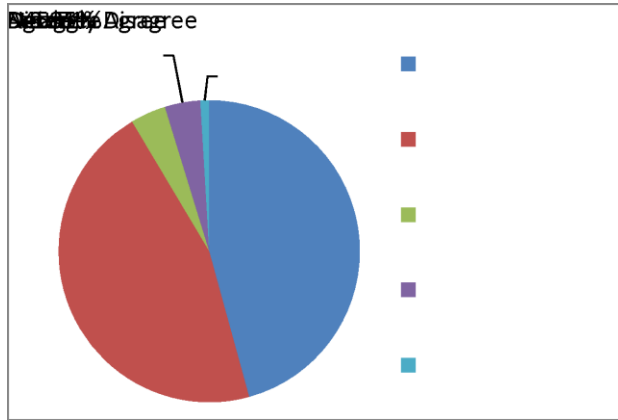


Figure 1. Importance of entrepreneurship education

Figure 2 shows that majority of the respondents about 36.19% and 30.48% are strongly agree and agree respectively that entrepreneurship education is crucial for the setting and development of the business. There are 19.05% of the respondents neither agree nor disagree. About 11.43% and 2.86% of the respondents are disagree and strongly disagree respectively that the entrepreneurship education is crucial for the setting and development of the business.

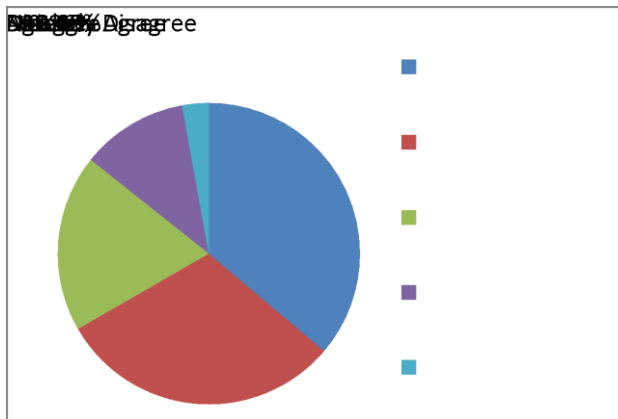


Figure 2. Entrepreneurship education is crucial for the setting and development of the business.

Figure 3 demonstrates that most of the respondents about 47.62% and 39.05% strongly agree and agree respectively that the entrepreneurship education meeting the curriculum. There are 11.43% of the respondents neither agree nor disagree. Only 1.9% of the respondents disagree with the statement.

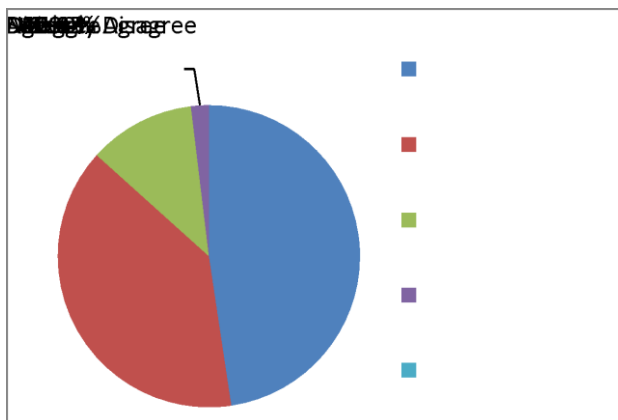


Figure 3. Entrepreneurship education meeting the curriculum

Figure 4 illustrates the response regarding the statement of entrepreneurship education creating awareness risks and opportunities. Majority of the respondents about 50.48% and 38.10% strongly agree and agree with the statement. While, there are 3.81% and 0.95% of the respondents disagree and

strongly disagree with the statement respectively. Also, there are 6.67% of the respondents neither agree nor disagree with the statement.

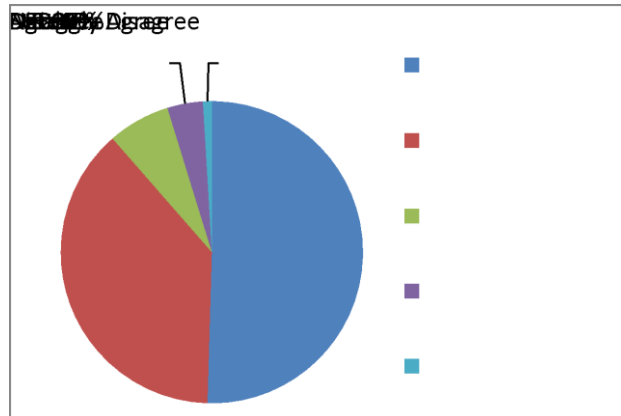


Figure 4. Entrepreneurship education creating awareness risks and opportunities

Figure 5 demonstrates that majority about 52.38% and 40.95% of the respondents are strongly agree and agree respectively that entrepreneurship training builds necessary skills. About 4.76% of the respondents are neither agree nor disagree with the statement. Also, there are respondents disagree and strongly disagree by 0.95% each.

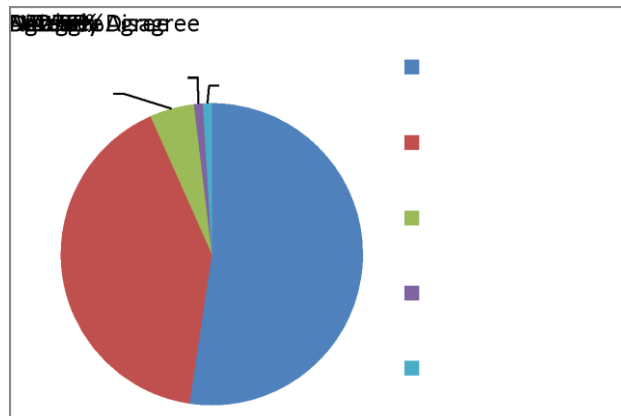


Figure 5. Entrepreneurship training builds necessary skills

Figure 6 outlines the feedback of the respondents regarding the statement of entrepreneurship training enhances abilities and capabilities. Majority of the respondents about 53.33% and 39.05% strongly agree and agree respectively. About 4.76% of the respondents are neither agree nor disagree. Only 2.86% of the respondents disagree entrepreneurship training enhances abilities and capabilities.

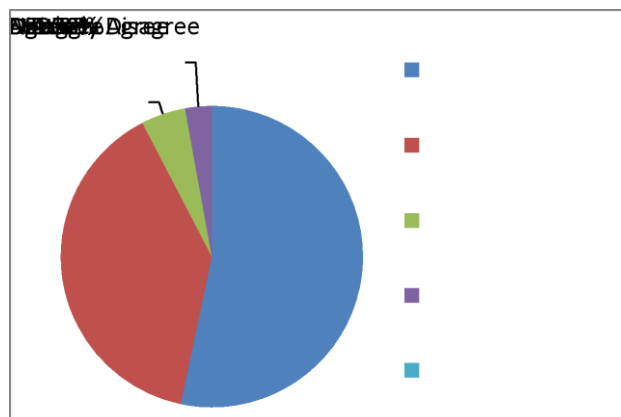


Figure 6. Entrepreneurship training enhances abilities and capabilities

3. CONCLUSION

It has been seen that most of the population all around the world are now into opening up their own businesses using their knowledge, skills, abilities, and capabilities. They are interested in venturing into the business world rather than taking up a job that has 8 hours of shift and less pay in comparison to the income generated by the business. But entrepreneurship is not always as easy as it sounds and it does not yield benefit with every idea sorted out as a business. It needs to be understood well through education and seeking proper training as the market keeps on changing and with that the demands of the people do so. The idea of business comes upon meeting the needs and requirements of the people. Entrepreneurs need to be addressed about the risk and opportunities that they will be facing in addition to being helped in mastering of the skills.

The findings of this study conclude that most of the respondents are students and have completed their bachelors. They have agreed to the fact that entrepreneurship education is critical for the development of the individual. It is important to meet the curriculum when teaching entrepreneurship so that the studies seem easy both in theory and practice. It helps in creating awareness for the risks and opportunities endured by the entrepreneurs. Likewise, training is also vital as it enhances skills, abilities, and capabilities.

4. ACKNOWLEDGMENTS

The authors would like to express their deepest gratitude to the contribution of the participants and the unconditional support from College of Business, Effat University

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