



The Role Of Entrepreneurial Training In The Creation Of Enterprise Case Study Of Entrepreneurship House Of Tlemcen University

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Received: 09/01/2022

Accepted: 21/02/2022

Published: 22/04/2022

Abstract:

This article aims to show the role that entrepreneurial training plays in facilitating the creation of enterprises, today enterprises face many problems and difficulties in their creation, success, and continuation and all this is due to the lack or we can say the absence of successful training and the knowledge needed to create an enterprise. These training courses are primarily made by the entrepreneurship house, and to show this role we took the entrepreneurship house of the University of Tlemcen because it permanently supervises the training of students in the field of contractions.

Mots Clés: Entrepreneurship, Entrepreneurial Training, Entrepreneurship House, Tlemcen University.

JEL Classification : L26, D83, I23.

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Introduction

There have been many economic changes in the recent period, especially in Algeria, where it has become very interesting in entrepreneurship because it has positive effects on various aspects of economic life. Today, the economy has focused on the skills of individuals and their ability in entrepreneurship work to develop it instead of focusing only on natural resources. Because the creation of an enterprise always faces many risks and here, the role of the individual shows in confronting them, Therefore, the human element has become the most important factor in the success of the enterprise. But to ensure the successful creation of the enterprise and its functioning, continuity, and success and the most important is the competence in the entrepreneurship field, so the entrepreneurship house has a big role in preparing the individual cognitively by de-pending on the training courses that have become necessary in supporting the entrepreneurial spirit of young people so that it provides them with the necessary skills and knowledge to create an enterprise and ensure its success and continuation. In order to show the important role of this training, we put the following problematic: **what is the role of entrepreneurship training in the creation of the enterprise?**



I Definition of entrepreneurship and the entrepreneur

1. Definition of entrepreneurship

There are many different concepts and definitions about entrepreneurship: (marwa ahmed, naseem barham, 2010, p11-17)

- Entrepreneurship is an ancient concept that was first used in French at the beginning of the 16th century, and at the time included the meaning of risk and endure the difficulties that accompanied the campaigns of military exploration, This concept has been used in the same context, although it includes work that carries the risk out of military campaigns, such as engineering and bridges.
- There are those who define it as ensuring success through specialized management. Ensuring success here means rewarding economic gains and growing growth despite the risks that may occur without warning. This requires high capacity stemming from a good knowledge of efficient management, strong design, visibility, purpose, and safety of the means.
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- Entrepreneurship is the efforts to bring about new economic, social, institutional, and cultural environments through the actions of an individual or group of individuals. (p.j. peverelli and j. song, 2010, p1)

2. Definition of the entrepreneur

Entrepreneur has several definitions: (Mazhar Shaban, Shawqi Naji Jawad, Hussein Alian Irshaid, Haytham Ali Hijaz, 2010, p23-24)

- The concept of entrepreneur in work or entrepreneur in economic activity comes back to the middle ages, Describes the person who manages large production projects
- A person who makes conditional contracts with the government and provides it with certain goods according to a fixed price bearing the difference in price whether loss or profit.
- The person who organizes and manages the project to get individual gains by paying for equipment, land, and staff Wages using his skills and experience for gain by managing these sources.
- The French Say defined him as a contractor that converts economic sources from a low- returns field to another with higher and greater returns.
- According to Cantillon, the definition of the entrepreneur is based on the distinction between workers "certain pledges" and those "uncertain pledges" that is without guaranteed results these are considered entrepreneurs. (bénizafindravanoela, 2011, p18-19).



II Entrepreneurial training

1. Definition of training

Training has an important place among administrative activities, aimed at providing individuals with information and specialized job knowledge related to their business, and methods of optimal performance, and developing their skills and abilities so that they can invest their stored energy that they have not found a way to use it yet. In addition, the training modifies their behavior and develops their performance methods in order to provide opportunities to improve teamwork and develop it in order to reach the goals That want to be achieved. The training is defined as follows:

- **Training is:** equipping the individual for fruitful work and keep it at the level of the required service, It is a type of guidance issued by one person and directed to another human being, it is a method for achieving organizational goals, and it is what provides the individual with specific information, skills, or necessary mental directions to achieve the goals of the institution. (Sheibani Fawzia, 2010, p26)
- **Training is:** teaching, or developing in oneself or others, any skills and knowledge or fitness that relate to specific useful competencies. Training has specific goals of improving one's capability, capacity, productivity, and performance. It forms the core of apprenticeships and provides the backbone of content at institutes of technology (also known as technical colleges or polytechnics). In addition to the basic training required for a trade, occupation, or profession, training may continue beyond initial competence to maintain, upgrade and update skills throughout working life. People within some professions and occupations may refer to this sort of training as professional development. Training also refers to the development of physical fitness related to a specific competence, such as sport, martial arts, military applications, and some other occupations. (<https://bit.ly/3uI0cYf>, 2020).

2. Entrepreneurial training program (SIYB)

Creating an enterprise or a project or developing a project idea needs a package of training and exercises aimed to provide a complete knowledge for technical and vocational training for young people, with the volition and desire to create an enterprise, because training and experience have an impact on project performance and it is the main elements in improving the retention rate and developing the performance of the enterprise as well as improving the administrative competencies of the employees. (Amina bin Jumaa, p192).

In order to develop the skills of project holders, there is a training program for entrepreneurship, this program is an educational materials and its purpose is to provide the entrepreneurs with the necessary knowledge and skills to create their own enterprise, and to ensure its continuity and develop. This program focuses on the managerial technical skills of new entrepreneurs. And is called **start and improve your business(SIYB)**. (Falta Liamine, Borni Latifa,2010,p.10).



2.1 Definition of SIYB program

The program can be defined as:

- It is a training program for managing enterprises, recognized by the International Labor Office. this program was distributed to many countries of the world, and also translated into more than 40 languages. It gave a methodology in training and successful means at the global level directed for enterprise creators, this program is also a training course in business with global awareness. (Dr. Walhi Boualem, Othman Mhamri, Hada Belboul, 2017, p258)
- Start and Improve Your Business (SIYB) is a training program for potential entrepreneurs who have a feasible business idea for their own small enterprise. The training helps in developing a detailed business plan and actually get started. The training al-so provides an opportunity to test the required entrepreneurial skills and the business plan in a simulated and safe environment. (International Labor Organization, <https://bit.ly/3sFeXtg> , 2020)

2.2 The SIYB program objectives

The overall or development objective of the SIYB program is to contribute to the economic development and to the creation of new and better jobs in any country its practices. Within the framework set by the development objective: (nirosha primrose ranasinghe, p3)

- The first immediate objective of the SIYB program is to enable local Business development Services organizations to effectively and independently implement business startup and improvement training and related activities for potential and existing entrepreneurs
- The second immediate objective is to enable potential and existing small entrepreneurs through these SIYB partner organizations to start viable businesses and to increase the viability and profitability of existing enterprises, and to create quality employment for others in the process.

2.3 SIYB training program package and Segment

SIYB has four training packages that respond to stages of business development, and targets three segments.

○ SIYB training program package

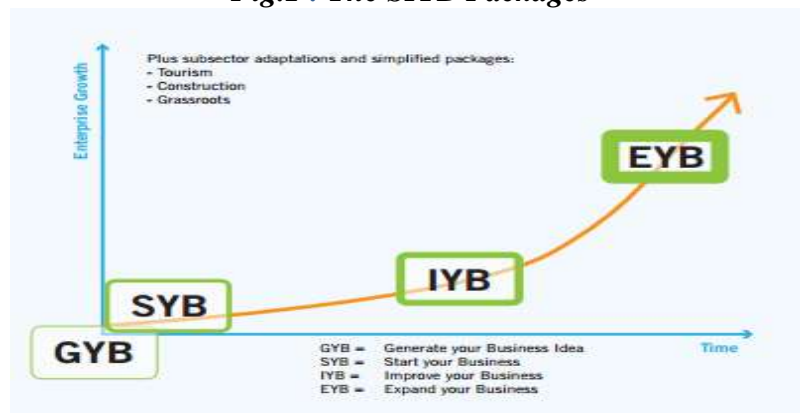
The SIYB programme is structured into four separate training packages, which are designed to respond to the progressive stages of business development . (ILO report, <https://bit.ly/3pYrIgE>, 2020)

- **Generate Your Business Idea (GYB):** is intended for people who would like to start a business, and who, through the training, develop a concrete business idea ready for implementation.
- **Start Your Business (SYB):** is for potential entrepreneurs who want to start a small business and already have a concrete business idea. The programme is a combination of training, field work and after-training support, and helps participants assess their readiness to start a business and to prepare a business plan and evaluate its viability.

- **Improve Your Business (IYB):** introduces already practising entrepreneurs to good principles of business management. Its six modules (marketing, costing, buying and stock control, record keeping, planning for your business, and people and productivity) can be taught individually or all combined in a full course.
- **Expand Your Business (EYB):** enables growth-oriented small enterprises to develop a business growth strategy through training interventions.

The SYB and IYB packages also include the **SIYB Business Game**, a practical simulation tool to help participants understand the realities of starting and running a business. The **EYB Business Game** simulates an expanding business during training to help participants experience the impact of strategic decisions on their business operations.

Fig.1 : The SIYB Packages



Source: Training Packages, ILO report, <https://bit.ly/3pYrIgE>

○ **SIYB training program segments**

The program targets three segments: (ILO report, <https://bit.ly/3uGkQbl>, 2020)

- **Donors/Governments:** SIYB provides guidance and training on how to implement national entrepreneurship development strategies.
- **Business Development Service Organizations/NGOs:** SIYB provides a unique set of capacity building and quality management tools to these organizations.
- **Potential and existing micro and small scale entrepreneurs:** SIYB provides entrepreneurs with new and improved management skills to run their business successfully.



III The role of the entrepreneurial training

These configurations play a big role in creating the enterprise, and this role is: (Abdel Halim Mahdaoui, Abdel Halim Mahdaoui, 2017, p16-17)

- Help to find an idea or ideas to create the enterprise
- Analyzing the best ideas that correspond to the qualifications and skills of the person who wants to create the enterprise
- These formations have a role in training in the use of the necessary technologies to create an enterprise
- Selection of leadership qualities in running the enterprise
- this training teaches you how to be a successful entrepreneur or business owner
- Help to acquire the management skills of the entrepreneur
- Help the owner of the enterprise to understand the economic and social environment
- Acquiring the necessary skills and techniques through contact with people with expertise
- This training uses a feasibility study, analyze and work with it
- Awareness of the concept of entrepreneurship.

IV The house of entrepreneurship

1. The definition of the house of entrepreneurship

The idea of establishing a contracting house was an expression of the commitment of citizenship in the beginning, then it developed and became the goal of being the locomotive of university competencies that achieve sustainable economic development, The Contracting House mainly relies on the efficiency of its staff and the professionalism of its partners in the field of establishing and developing enterprises. It also hopes that the public authorities will support its goal of building a sustainable economy that guarantees real stability for the country. (the house of entrepreneurship , <https://bit.ly/380sHGO> , 2020)

The house of entrepreneurship can be defined as follows

- It is a flexible staff, based at the university, whose mission is to sensitize, form, and motivate students in the final stages and to ensure their initial accompaniment in order to establish an institution.(the house of entrepreneurship, <https://bit.ly/38fhFOn>, 2020)
- is a single point of contact that welcomes and provides support to future or existing entrepreneurs and project owners who are confronted with questions on any aspect of business life, while becoming self-employed or growing their business.(house of entrepreneurship, <https://bit.ly/3e08bKi> ,2020).

2. The establishment of the the house of entrepreneurship in Algeria

It was established in 2007 only by the University of the Brothers Mentouri in Constantine, but the idea dates back to the year 2001 with the start of LMD in higher education. The university began in partnership with National Agency for Youth Employment Support to educate students by organizing meetings on the topic of



entrepreneurship and institutions. (Boutoura Fadila, Boutura Fatima Al-Zahraa, Hawari Ahlam, 2018, p10)

2.1 The objectives of the house of entrepreneurship in the Algerian Universities

There are a set of objectives that can be summarized as follows: (Boutoura Fadila, Boutura Fatima Al-Zahraa, Hawari Ahlam, 2018, p10).

- The development of the entrepreneurial thought between university students.
- Encouraging students to invest, enter the world of business and create new and creative ideas.
- Instruct students in the various support and investment agencies, and present to them the various support and investment agencies.
- Organizing open doors to economic institutions, and excursions with the students to economic enterprises.
- Helping the student in the procedures of creating the enterprise
- Create a database for various activities and projects of added value to students

2.2 The house of entrepreneurship of Abou Bakr Belkaid University – Tlemcen-

The Entrepreneurial House of the University of “Abi Bakr Belkaid” in Tlemcen, was established in 2013 and began the process of accompaniment, awareness, and training since beginning 2017, Throughout the university year, she supervises the training of students in the field of entrepreneurship, at a rate of two days a week, by providing theoretical lessons on developing self-confidence, market studies, business law, project management, etc. In addition to organizing open doors for the benefit of new students who obtained the bachelor, and direct awareness meetings with students through 8 colleges and forums. And Mrs. Barbar Brashed Wafa is the director. (the house of entrepreneurship in Tlemcen, <https://bit.ly/2Ocp8U>, 2020)

- a. **The mission of the House of entrepreneurship – Tlemcen:** The mission of the house of entrepreneurship at Abou Bakr Belkaid University is to: Supporting students with projects to create their own businesses, organizing seminars, study days, information and raising awareness about the entrepreneur, creating an entrepreneurship ecosystem within the university, and also bringing the student project leader, doctoral student, and researcher into contact with the business creation support network, and to encourage and support regional development projects. As well as providing the means available to these young graduates to create their future projects and hold them responsible. the house of enter-partnership exists to provide them with opportunities and ideas to enable them to become entrepreneurs who create wealth and participate in building the nation.(Gadiri Mohammed,2017).
- b. **The training program in the house of entrepreneurship –Tlemcen:** The training course in the house of entrepreneurship in Tlemcen goes through three stages in partnership with the international labor office, these stages represented in: (wafa berrached, 2020).
 - **The first stage is: Generate your business or find your project idea (GYB-TRIE):** It is an awareness course aimed at sensitizing the students to create a project idea. be-cause this stage of the cycle allowed to create the idea of the enterprise that is basically the idea of the project but they must have the courage



and the desire to create projects and enterprises and it is not necessary to be the idea of the century, but the most important thing is that the idea of the project meets the demand or the expectations and that it is capable of development. - 2019/2020 : Training of more than 300 students in all specialties

- **The second stage is: Start your business or create your project(SYB-CREE):** The duration of this phase is 15 days. Its aim is to study the project schedule and how the project is created from all sides: a financial, marketing, and tax study, as well as a study on the product and raw materials, that it is mean an analytical study of the project, during this period, there will also be meetings with businessmen in all specialties. -2019/2020: training of 60 students, The reason for this decline in the number was the spread of the Coronavirus, and therefore the training courses decreased. However, the training will be completed in January 2021.

Between the first and second stages, there will be accompanying sessions for the owners of project ideas to see their progress in creating ideas, and the number of sessions ranges between 2 to 10.

- **The third stage is Improve Your Business or Manage Your Business Better (IYB-GERM):** After creating the project, they study the entrepreneur's weaknesses like Lack of accounting, communication, or marketing, etc.. so that they give the theme a form to write all the necessary informations. After that, they will make a training courses accord-into the shortage.

More than 70 Projects realized on the ground, 14 of them are with private capital, while the rest is funded by the National Agency for Supporting Youth Employment. There are other training about personal development with the owners of projects according to their desire and request that are represented in:

- Leadership ;
- Innovation ;
- Connection ;
- Patented ;
- Project business management ;
- Development of personnel skills;
- Communication;
- Others.

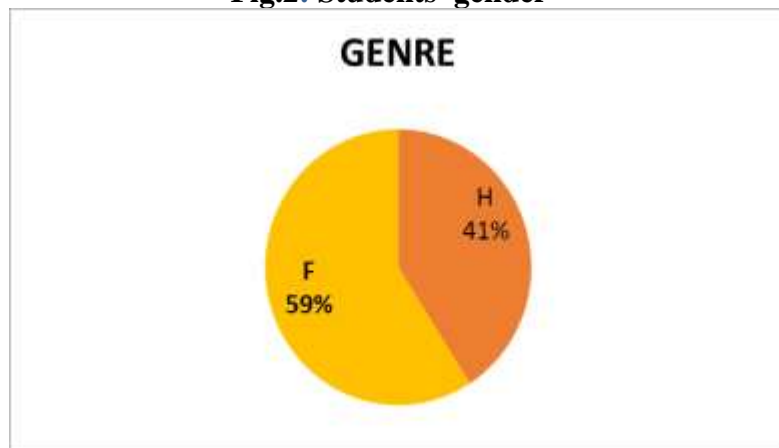
- c. **Previous study on the impact of the house of entrepreneurship on university graduates - the house of enterpreneirship- Tlemcen :** A study aimed at highlighting the role and goal that the house of entrepreneurship seeks to instill the spirit of entrepreneurship. The sample of the study was a group of students who obtained training in the house of entrepreneurship in Tlemcen, The training was about their desire to create their own enterprises and to become the entrepreneurs of tomorrow that the house of entrepreneurship want to obtain because they are the result of a great effort between the house of entrepreneurship, the University and the national agency for youth employment



support. The entrepreneurship center trains more than 600 students per year and support more than 100 project per year.

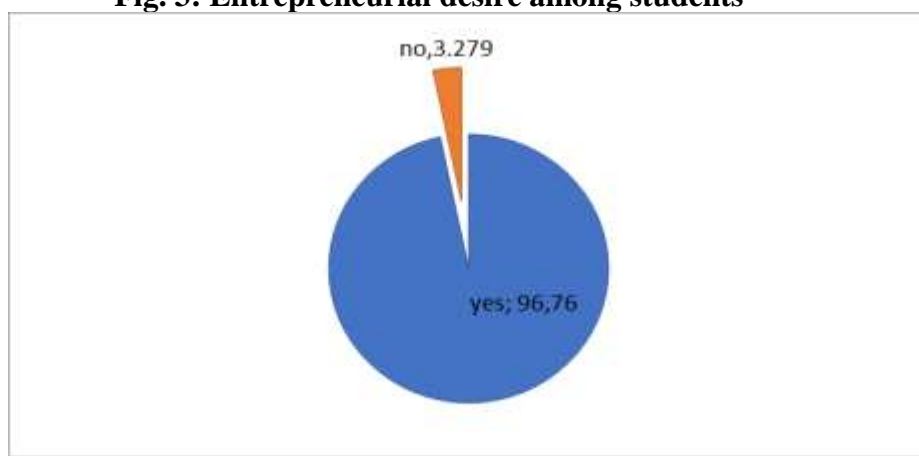
According to the statistics presented by the director of this structure more than 45 projects were carried out with ANADE (ex. ANSEJ) funding in different sectors and more than 15 projects materialized by personal contribution. For this study we targeted more than 200 learners from this center.

Fig.2: Students' gender



We notice through the graph above a slight difference between the sexes, which represents approximately 10%, where the largest percentage tends towards females (59.02%). This is due to several reasons.

Fig. 3: Entrepreneurial desire among students

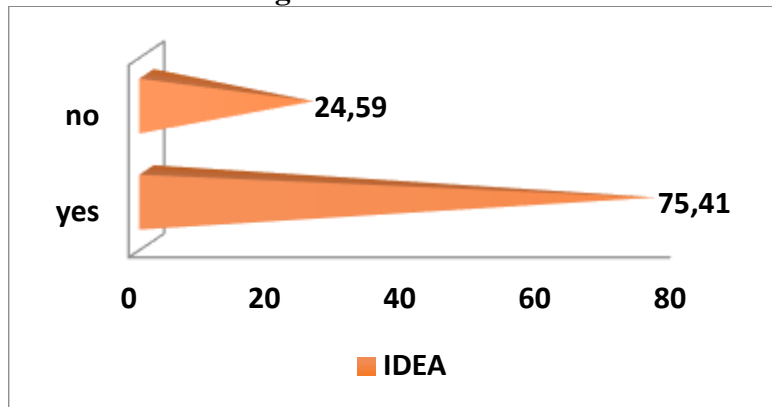


From the figure, we notice that most students want to become entrepreneurs, this is because they have the desire to create their own enterprise, where their percentage was (96.72%), as for the remaining percentage, they may want to obtain the necessary information that they use in the future, or they want employment in the



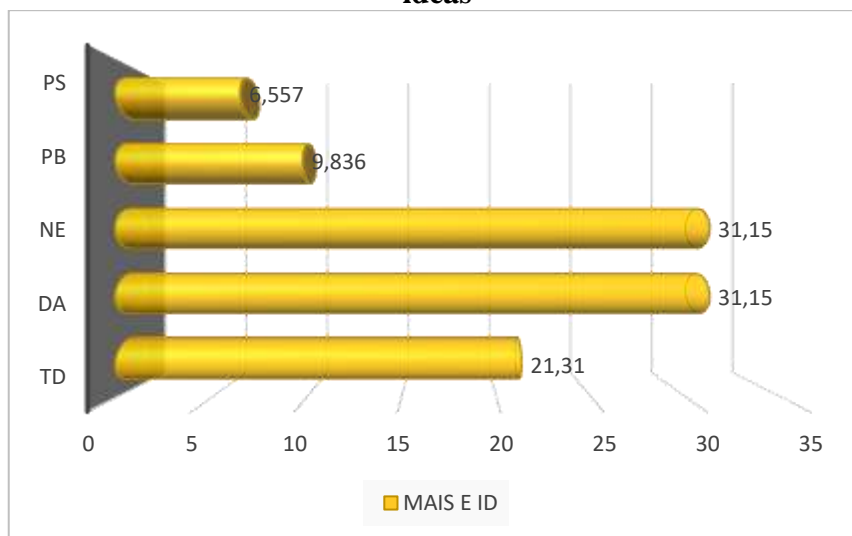
public sector, or because they are still studying or their surroundings do not allow the opening of projects.

Fig. 4: Create the idea



Since most of the students want to become entrepreneurs (75.41%), then most of them have ideas for creating private enterprise and this is what we see in Figure 3.

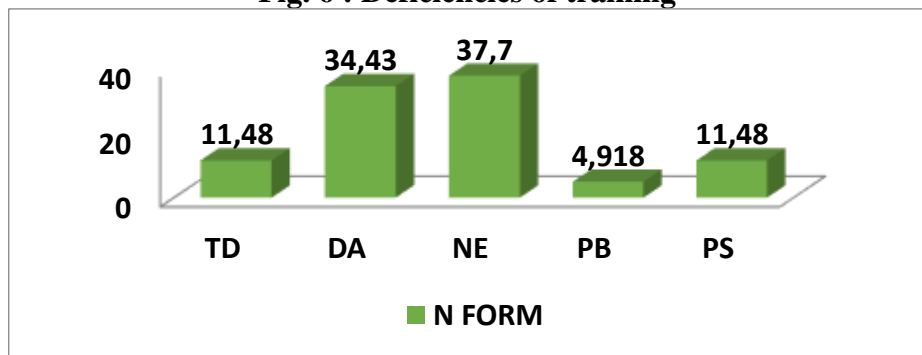
Fig. 5: The house of Entrepreneurship and the development of Students's ideas



Through the graph above, it is clear that the students' answers varied between those who found ideas (52.46%) and those who did not find ideas (31.15%). This is due to the fact that the house of entrepreneurship does not give ideas but can develop the idea for the student.



Fig. 6 : Deficiencies of training



By observing the figure, we find a close percentage between the answer **B** i don't know, which is estimated at (37.70%) and **definitely** (34.43%).

This could lead to one of the reasons:

- The training period at the house of entrepreneurship is limited.
- They are students, not entrepreneurs, and being less than 25 years old, they cannot estimate deficiencies that must be rectified from the training.

V. Results

Through this study, we can draw the following results:

- Training have a great importance in the formation of individuals who want to establish their own enterprise
- The main desire to obtain training is knowledge of business management
- Training is the main motivation for developing project ideas
- Training is a great incentive for students to discover their skills
- The house of entrepreneurship plays a big role in influencing university students to instill an entrepreneurial spirit in them
- The house of entrepreneurship is making a great effort through the training courses that it organizes

Conclusion

Training is the most important link in the success of private enterprises and projects because its aim is to instill the spirit of entrepreneurship among interested individuals in creating their own enterprises and develop their ideas and discover their skills. Training also has great importance because it provides new knowledge and various information. That is why the existence of the house of entrepreneurship has become necessary because one of its most important mission is training, this is in order to obtain qualified and creative entrepreneurs in all fields.

In order to enrich this research we offer these valuable recommendations:

- Great importance must be given to training courses and Intensifying them to give opportunities for establishing enterprises
- Training courses should be provided by specialized executives and persons with experience in the field of entrepreneurship



- The necessity of circulating training courses in universities and vocational training centers
- Spreading the contracting house across the entire nation in order to spread the entrepreneurial culture
- Follow up on the groups that participate in the training sessions and encourage them to continue establishing their enterprises and making them succes

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