



Know About Business
تعرف إلى عالم الأعمال



Entrepreneurship Education for Secondary,
Vocational and Higher Education

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The KAB programme targets students in:

- Vocational and Technical institutes
- Secondary Schools
- Higher Education Institutions

KAB Objectives

Develop
entrepreneurial
skills in young
people

Teach students business skills
and prepare them to start a
business
or work productively in small or
medium-size enterprises

Group Work



**Negotiation
Skills (Apple
Market
game)**



Playing Games



Teaching Methods

Brain storming

Group discussions

Debates

Role-play

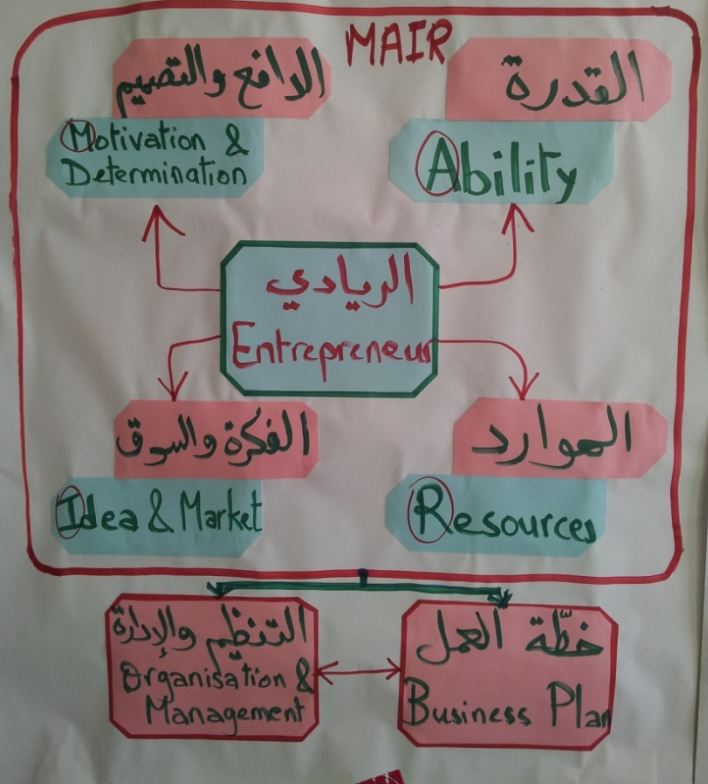
Case studies

Games and activities

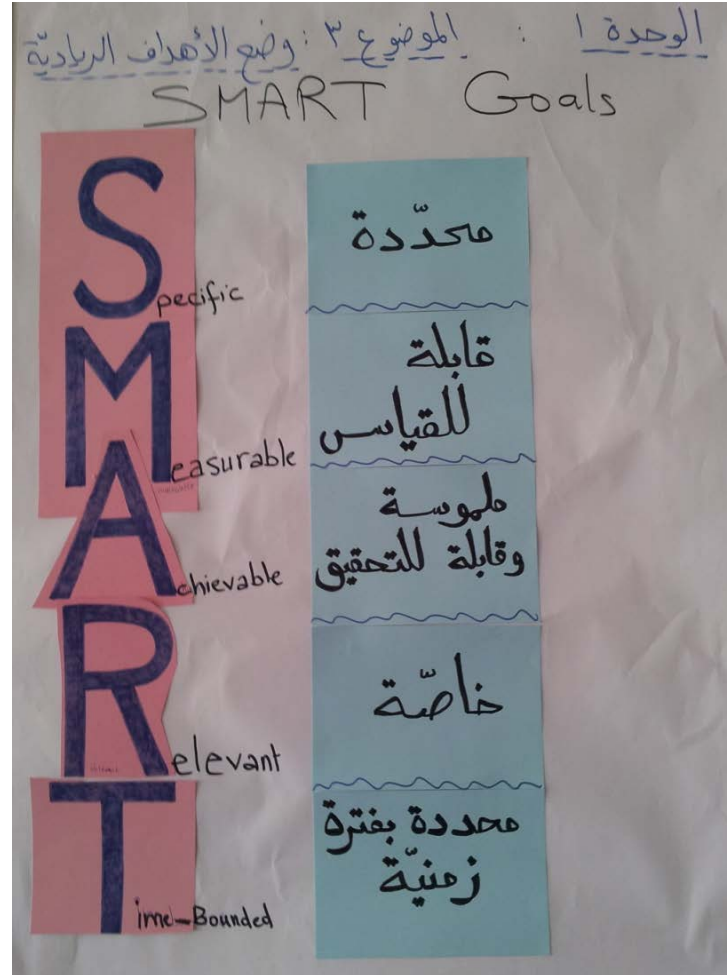
Group work

Guest speakers

الوحدة ٤ : الموضوع ٢ : من إنشاء مؤسسة
عوامل النجاح الأساسية
عوامل النجاح الأساسية لإنشاء مؤسسة صغيرة



Flipcharts



The Business Game

Simulation of transactions within an enterprise and among market actors





**Playing
the
Business
Game**

Additional topics in the 2014 version

Gender Equality

Decent work

People with disability

Social security

Green enterprises

Work towards Green Enterprises



Module 1 : What's entrepreneurship?

- 1. Meaning and scope of Entrepreneurship**
- 2. Setting Entrepreneurial goals**
- 3. Self-management skills**
- 4. Managing time**
- 5. Decision-making skills and problems solving**
- 6. Creativity and Innovation**

Module 2 : Why entrepreneurship in Business?

- 1. Enterprises in your Community**
- 2. Entrepreneurial motivation**
- 3. Importance of entrepreneurship in society**
- 4. Small enterprises**

Module 3: Who are entrepreneurs ?

- 1. Assessing Entrepreneurial potential**
- 2. Identifying Entrepreneurial characteristics**
- 3. Entrepreneurial leadership**
- 4. Principles of negotiation**
- 5. Listening skills**
- 6. Risk-taking**

Module 4 : How would I become an entrepreneur?

- 1. Self-Employment**
- 2. Factors of success to setting up a Small Business**
- 3. The decision to become an Entrepreneur**
- 4. Maintaining an entrepreneurial outlook**

Module 5 : How would I find a good idea for the enterprise?

- 1. Business plan**
- 2. Generating ideas**
- 3. Identifying and assessing business opportunities**

Module 6 : How do I organize my enterprise ?

- 1. Selecting a Suitable Market**
- 2. Selecting a Business Location**
- 3. Legal Forms of Business Ownership**
- 4. Knowing the Costs of an Enterprise**
- 5. Money Needed to Start an Enterprise**
- 6. Obtaining Money to Start an Enterprise**
- 7. Ways of Getting into Business**

Module 7 : How do I operate the enterprise?

- 1. Hiring and managing people**
- 2. Decent work for employees**
- 3. Managing sales**
- 4. Selecting suppliers**
- 5. Using Technology in small business**
- 6. Greening enterprises**
- 7. Managing money**
- 8. Using financial statements**

Module 8 : Next steps to establish an enterprise

- 1. Sources of information and assistance**
- 2. Working on Business Plan**
- 3. How to interpret the findings of a Business Plan**
- 4. Evaluating factors in starting an Enterprise**

Module 9 : Standard Business Plan

Implementation of the KAB programme in Vocational and Technical Education in LEBANON

Pilot
Phase

Students of
final year of
TS

Optional
course

90 Extra
hours

٧٩ : موضوع
ادارة الاعمال

خطة التدفق التقري

ك	شباط	آذار	نيسان
2500	250	-950	-250
النقد الداخل			
1000	1500	1250	1250
	1000	1500	1000
		1000	
النقد الخارج			
1000	2500	3750	1250
1500	2000	1250	1250
1500	1500	1500	1500
250	200	300	200
3250	3700	3050	2950
-2250	-1200	700	-1700
250	-950	-250	-1350

رصيد اول المدة
بيانات Cash
بيانات بالاجل
بيع معدات قديمة
مستريات رصاعة
تذ من منار للظاهمة
رواتب واجور
كهرباء ومياه دهانف
مجموع النقد الخارج
القائض او العجز
الرصيد

Marketing and Accounting

الوحدة ٦ : الموضوع ١ : اختيار سوق مناسبة

5Ws + H الاسئلة الخمسة عن السوق

What? ماذا؟

Where? اين؟

Who? من؟

Why? لماذا؟

When? متى؟

How? كيف؟



Visiting an Entrepreneur



What can be done at policy level to encourage young entrepreneurs?

- 1. Ministry of Education to adopt KAB programme in secondary and vocational teaching programs**
- 2. Support at the Institutional level in schools (Implementation support and marketing efforts)**
- 3. National level support to start-up young entrepreneurs (financial and non-financial support services)**
- 4. Provision of short-term trainings targeting school drop-outs**

What skills are required to start and maintain a successful business?

Motivation and determination

Good idea responding to an existing need

Technical & Managerial Skills

Financial Resources

Well-designed business plan

Organization and management

Which market conditions are ideal?

Safety and security

Encouraging legal and regulatory framework

Availability of customers with purchasing power

Healthy competition

Can entrepreneurial spirit be taught in formal education systems?

YES, if:

Participatory training methods are used;

A Suitable environment (classroom & stationary) is provided;

and Linkages with entrepreneurs are established



**THANK YOU FOR YOUR
ATTENTION**