

Track I: Entrepreneurship

Small and medium-sized businesses play a critical role in supporting economic development and creating labor markets to accommodate the increasing numbers of job seekers. Furthermore, small and medium-sized companies have a greater capacity to create employment opportunities and reduce unemployment rates compared to large firms.

Moreover, small and medium-sized companies are considered an important source of economic development worldwide, and an engine and a driver of the economy. Therefore, growing these companies has become a strategic focus in many countries, and an indication of the rate of economic progress.

Through the attention given to entrepreneurship, the Ministry of Education aims to achieve this goal and achieve professionalism through an integrated, lasting, and supportive national system for entrepreneurs (among students). This system should be able to achieve the ultimate goal of education, which is to transform knowledge gained from the curriculum into an economic value which has a key role in the business sector. It aims to instill a culture of entrepreneurship, production and the generation of employment, and promote the concept of transition from teaching to learning. The Ministry believes that university is the time and the place to disseminate the concept of industry among students and enrich knowledge and qualifications for business development. Moreover, the private sector and venture capital should be encouraged to participate in the financing of entrepreneurial ideas, and cooperate in order to promote creativity and entrepreneurial thinking. This will contribute, during university study, to strengthening research and development which results in economic value-

added products for local and national economy. It will encourage educational institutions to invest their knowledge outputs.

In this context, the Ministry of Education proposed the entrepreneurship track as a major focus of the Student Conference to reinforce the concept of entrepreneurship, and enhance the capacities of male and female students to build their own businesses in the labor market.

The participant in this track provides a written project that meets the requirements in one of the following tracks:

Path 1: The distinguished idea in entrepreneurship.

Description:

Aims to attract innovative ideas that can be applied in commercial or industrial areas, and to disseminate and promote a culture of innovation among students.

Conditions and specifications for this path:

In addition to complying with the General conditions of participation, the participation presented in this path should:

1. Be a creative participation, and a new idea.
2. Serve the knowledge economy.
3. Be a nucleus of a project that is viable and can be transformed into a practical model which can be marketed in the community.
4. Provide a complete report and action plan illustrating what the project is and the extent of its applicability, along with an economic feasibility study, practical suggestions to achieve the expected revenues, future financial expectations, social

impact of the project, expected time to turn the idea into reality, the targeted market. It should also identify each team member's task in the project if several students are participating.

5. The report should be well-written, and should not exceed 20 pages with figures and appendices. The report should contain a cover page in which the project title is written, a report summary page, the report items listed above, and should not mention the name of the student or the University or the supervisor. or refer to any of those. The report can be written in English or Arabic, and it should be written using Microsoft Word, A4 size page, 1.5 lines distance, 2.5cm margin from all directions, with numbered pages. The font used in the Arabic language reports is Traditional Arabic 16, and reports in English are written using TIMES NEW ROMAN 14.
6. Write a summary of the report in no more than 250 words, uploaded alone in a separate file.
7. For reports written in English, an Arabic summary should also be uploaded.
8. All required files should be uploaded in both Word and PDF formats.

Path 2: Entrepreneurship projects

Description:

The business industry projects path aims to present successful experiences from the world of commerce or industry. It seeks to disseminate and promote a culture of creativity and entrepreneurship among students and researchers. It aims to discover talents and capabilities possessed by students in this area, resolve problems in real life, develop products and services needed by the community, strengthen communication with the private sector, strengthen the

values of social entrepreneurship, develop learning outcomes, enrich the academic arena, and develop the knowledge economy.

Conditions and specifications for this path:

In addition to complying with the general conditions of participation, the following should be satisfied in any submission in this path.

1. Submissions should be creative and introduce a new idea or develop a previous idea.
2. It should serve the knowledge economy.
3. The project should be implemented, converted into a practical model and marketed.
4. If the project has received financial support from any donor outside the university, or there were idea rights to any other party in this project, a letter of consent from the donor party should be attached.
5. Submit a complete report illustrating the plan of action and what the project is about, an economic feasibility study, the practices needed to achieve revenue, financial and marketing value, social impact of the project, number of project staff needed, average financial return, the actual need, time spent on converting the project into practice, the target market of the project, and outline the mission of each member of the project if there are multiple members.
6. The report should be well-written, and should not exceed 20 pages with figures and appendices. The report contains a cover page in which the project title is written, a report summary page, then the report lists the items listed above, and does not mention the name of the student, the university or the supervisor, or refer to them. The report can be written in English or Arabic, and it should be written using Microsoft

Word, A4 size page, 1.5 lines distance, 2.5cm margin from all directions with numbered pages. The font used in the Arabic language reports is Traditional Arabic 16, and reports in English are written using TIMES NEW ROMAN 14.

7. Write a summary of the report of no more than 250 words, uploaded alone in a separate file.
8. For reports written in English, an Arabic summary also should be uploaded.
9. All required files should be uploaded in both Word and PDF formats.

Path 3: The small enterprises path

Description:

This track is aimed at business start-ups by young students, promoting investment initiative spirit, and motivation to continue to develop creative ideas and turn them into reality.

A small project is a project that does not depend on much technology in general. Professionalism is the basis for it. Usually the number employees in such projects is not more than five persons. They do not require much capital and are therefore dependent on cash flow profitability to be sustained. There is no separation between ownership and management in these projects. Moreover, they are often characterized by simplicity and local products that aim to cover the needs of the local environment. Export may be a later step. A small project needs some factors to achieve its goals including: management and technical competence to determine the working method and the effectiveness of project jobs of marketing, purchasing, production, conversion, etc.

There has been a growing interest in small enterprises in the world because of their central role in production, employment and income generation, and innovation.

Characteristics and advantages of small enterprises

1. The project owner is the director, and he shall take care of the management and technical operations.
2. Reliance on local resources to lower production cost
3. A lower amount of capital is required for the establishment of small enterprises, **which makes it suitable for college students.**
4. Flexibility and the ability to spread
5. Small businesses may turn into large-scale businesses in the future if they find support, development and are switched from local to export markets.
6. These businesses are characterized by enthusiasm of all employees to work because success here is a more visibly shared interest than in large projects.
7. This type of businesses contributes to the development of small cities.
8. These businesses are considered as suitable areas for developing innovations and creative ideas. They also form a field for developing administrative, technical, productivity and marketing skills.

Conditions and specifications for “Small businesses” path:

Along with a commitment to the general conditions required for participation, the following specific conditions are mandatory for participation in “Small businesses” path:

1. The business should already exist and be marketed in the Saudi community.

2. If the business has received funding from any donor outside the university, or if there were any rights in the business or in the idea, then a letter of agreement from the donor for the business to participate in this conference should be attached.
3. Participants should submit an integrated report that clarifies the business plan, idea, capital, number of employees, feasibility study, applied practices to achieve revenue, future financial and market value, social impact, time needed for converting the business idea into reality, target market, and the specification of the task of each team member in case of multiple participants. Development and expansion plans, if any, should also be presented.
4. The report should be well written in appropriate language and should not exceed 20 pages including all appendices and illustrations. The report should also have a cover page that includes the business title, followed by the report summary page. The report then states the elements mentioned above, and must not mention or even hint at the name of the student or his university or his supervisor. The report may be written in Arabic or English using Microsoft Word software, on A4 paper, using a distance of 1.5 lines, and margins of 2.5 cm on all sides, in addition to page numbering. Traditional Arabic font size 16 for Arabic reports and TIMES NEW ROMAN font size 14 for English reports should be used.
5. The report summary in no more than 250 words should be written and independently uploaded in a separate file.
6. An Arabic abstract should be added to English reports.
7. All required files should be uploaded in both Word and PDF formats.