



Employability 

The word "Employability" is written in a bold, blue, sans-serif font. To its right is a small icon of a stylized human figure in blue and green, with arms raised in a 'V' shape, standing on a green base.

« The role of the University in improving the employability of young people »

Beirut, Monday 8 April 2019

Workshop programme*

Summary:

Today, entrepreneurship education is becoming increasingly important to society as it contributes to the creation of wealth and employment and contributes to the socioeconomic and cultural development of nations (Fayolle, 2013). Thus, there are many higher education institutions all over the world, and whatever their field, have created and set up schemes and programs to support the creation of businesses. These highly valued training courses on the job market make it possible to develop in young learners' attitudes that are well appreciated by companies such as creativity, innovation, courage, willingness, audacity to undertake, self-efficacy ... etc.

As part of the [RESUME project](#), six universities from the partner countries of Morocco, Lebanon and Tunisia were involved. Our work has shown that entrepreneurship training based on the active pedagogy offered to 151 future graduates of higher education is a central element of the process of professionalization and professional integration. Recommendations from students, academic and professional trainers have been proposed.

Key words: entrepreneurship training, active pedagogy, professionalization, employability, professional insertion

Proposed topics for the speeches:

- Support for students for their future insertion into the labor market: the case of entrepreneurship training in the framework of the RESUME project
- Strengthening the entrepreneurial skills of students with special needs for better employability

Programme

First session 9.30-11.00 am

Speakers and titles of their speeches:

« Strengthening the relevance of higher education for improving employability »

Speaker:

Selim MEKDESSI, Dean of the Faculty of Economics and Management, Lebanese University, Lebanon

« Promoting Entrepreneurship in Higher Education for Better Employability: The Case of the RESUME Project »

Speaker:

Amel HAMROUNI, Associate Professor in Entrepreneurial Marketing, University of Sousse- Higher Institute of Management of Sousse, Research Laboratory ERMA, University of Tunis El Manar, Tunisia

« Strengthening the entrepreneurial skills of students with specific needs for better employability »

Speaker:

Hafida MDERSSI, Director of the Center for Welcome, Information, Orientation and Follow-through (CAIOS), Muhammad University of Rabat

Discussion

Second session 11.00 am – 1.00 pm

Practical workshops

- 1- Exercise to stimulate creative thinking
- 2- Map of empathy around a strategic reflection on the theme of “University and Employability”
- 3- Business Model Canvas “Entrepreneurial University”

*The language of this workshop is Arabic