

**The courses of the faculty of applied arts and its relation to the idea of entrepreneurship as an entrance to entrepreneurial university
Case Study in (Industrial design – Ceramic – Interior design) departments**

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Abstract:

Entrepreneurship became the focus attention of many universities around the world as an inevitable necessity for community development within the framework of future aspirations, where this maximize their role in establishing social responsibility among businessmen as one of the strategic objectives of universities, to contribute in building and promoting an economy based on knowledge.

The Faculties of Applied Arts in Egypt is one of the important institutions, which are considered one of the tools for achieving this strategic objective in Egyptian universities. Hence, this research is necessary as an applied example through more than one educational program to show the value of the courses in implementing that idea of the entrepreneurial university.

Therefore, this research will review the use of several courses in different educational programs at the Faculty of Applied Arts in Damietta to show their practical impact in achieving and developing the social responsibility of students as potential future entrepreneurs, this take place from the diversity of teaching and learning methods used to explain and infer a set of knowledge, and training on the set of skills and innovative design directions which are related and accompanied with that knowledge, which reveal to students the relationship between knowledge and the labor market, within an interactive system through which the student can develop his talents and creative and innovative abilities to find his own way of doing entrepreneurship.

The research aims to realize the concept of entrepreneurial university by the practice of leading economic thinking, within achieving the targeted learning outcomes for all courses when lecturers teach this courses in educational programs of the faculties of applied arts, especially the industrial design, ceramics, interior design and furniture, the Case Studies in this research.

Entrepreneurship projects lead to increased job opportunities, productive capacity and efficiency for young people, and increased awareness and linkages between universities and the labor market.

Entrepreneurship is one of the sources of discrimination that help the economy to achieve many competitive advantages, as renewal and development requires new approaches to study and learning to achieve entrepreneurial environments within institutions of higher education.

Keywords:

Entrepreneurship, Education Entrepreneur, Entrepreneurial University, Entrepreneur Student, The courses.

Introduction:

The importance of entrepreneurial education comes from its role in developing the mindset of graduated students, developing their abilities to create and innovate, and for earning the skills and abilities necessary for free work, to be producers of job opportunities and not be seekers for it. Hence, the importance of entrepreneurship has increased to take great role for supporting the Egyptian economy and rising its competitiveness locally and internationally.

Entrepreneurship is one of the future imperatives necessities for successful universities in achieving their role in leading and developing society. On the economic side, entrepreneurship projects lead to increase the suitable job opportunities and increase the productive and operational capacity of the national economy.

While, on the social side, the outspread of the concept of entrepreneurship in the Egyptian society leads, to generate the spirit of initiative, innovation and competition among young people, as well as it contributes to solving the problem of unemployment and its consequent, also it contributes to solve some social problems.

The research problem:

University curriculums always need to develop, improve and adopt new methods suitable for consumer needs to keep-up with the successive variables in different markets due to scientific, technological and information developments. This encouraged the researchers for trying to link between the curriculums and needs of the labor market for establishing students' social responsibility as potential entrepreneurs in the future.

The research aims:

This research aims to:

- ✚ shed light on the economic value of knowledge and skills acquired during the teaching and learning processes in the departments of industrial design, ceramics, interior design and furniture faculties of applied arts.

- ✚ Activating the concept of entrepreneurial university through application of economic and entrepreneurial thinking, within achieving the targeted learning outcomes of the educational programs of the faculties of applied arts.

Figure (1) defines the role of the faculty of applied arts in activating the role of the Entrepreneurial University in the community, as the term Entrepreneurial University includes many different disciplines.

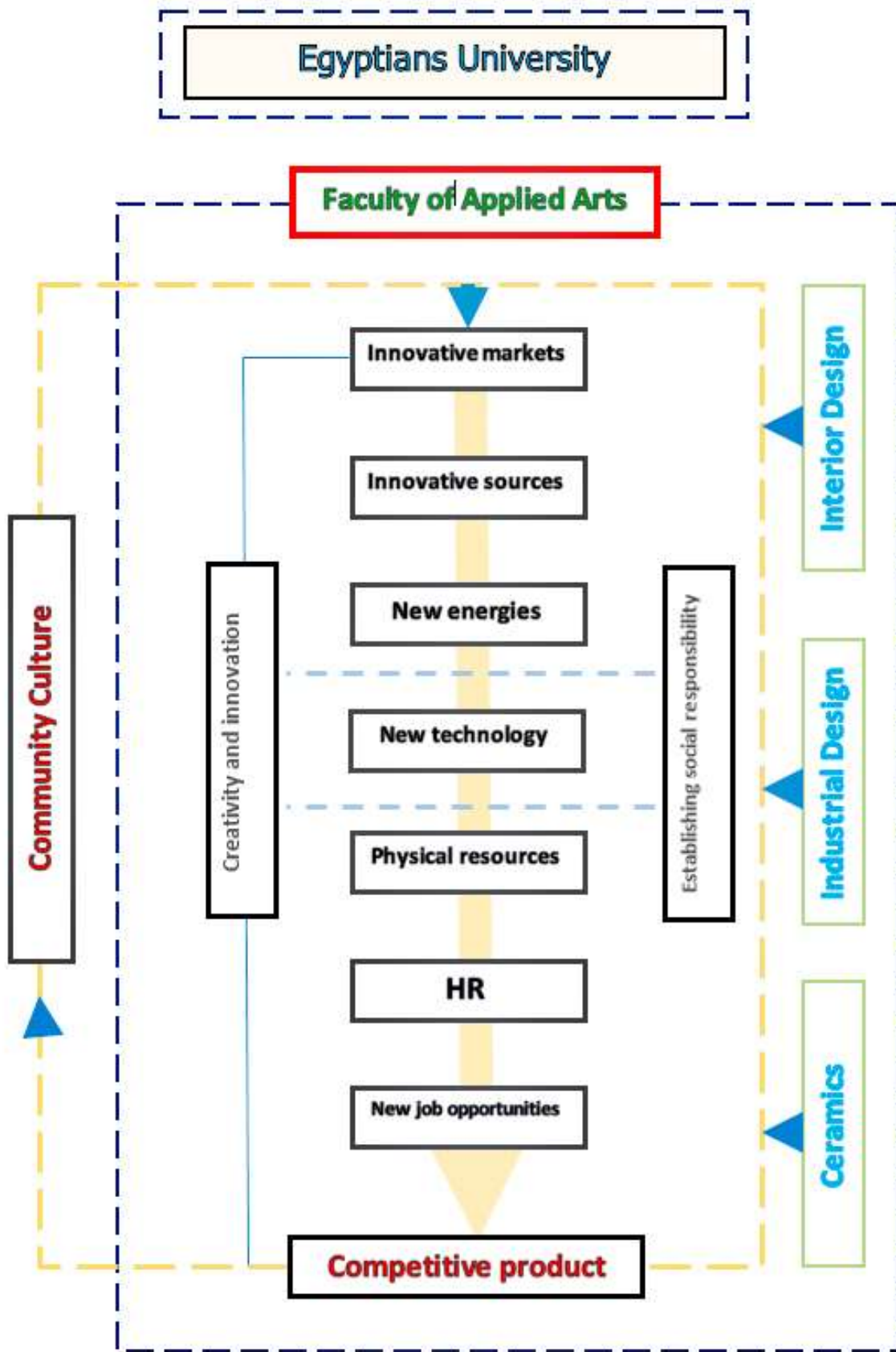
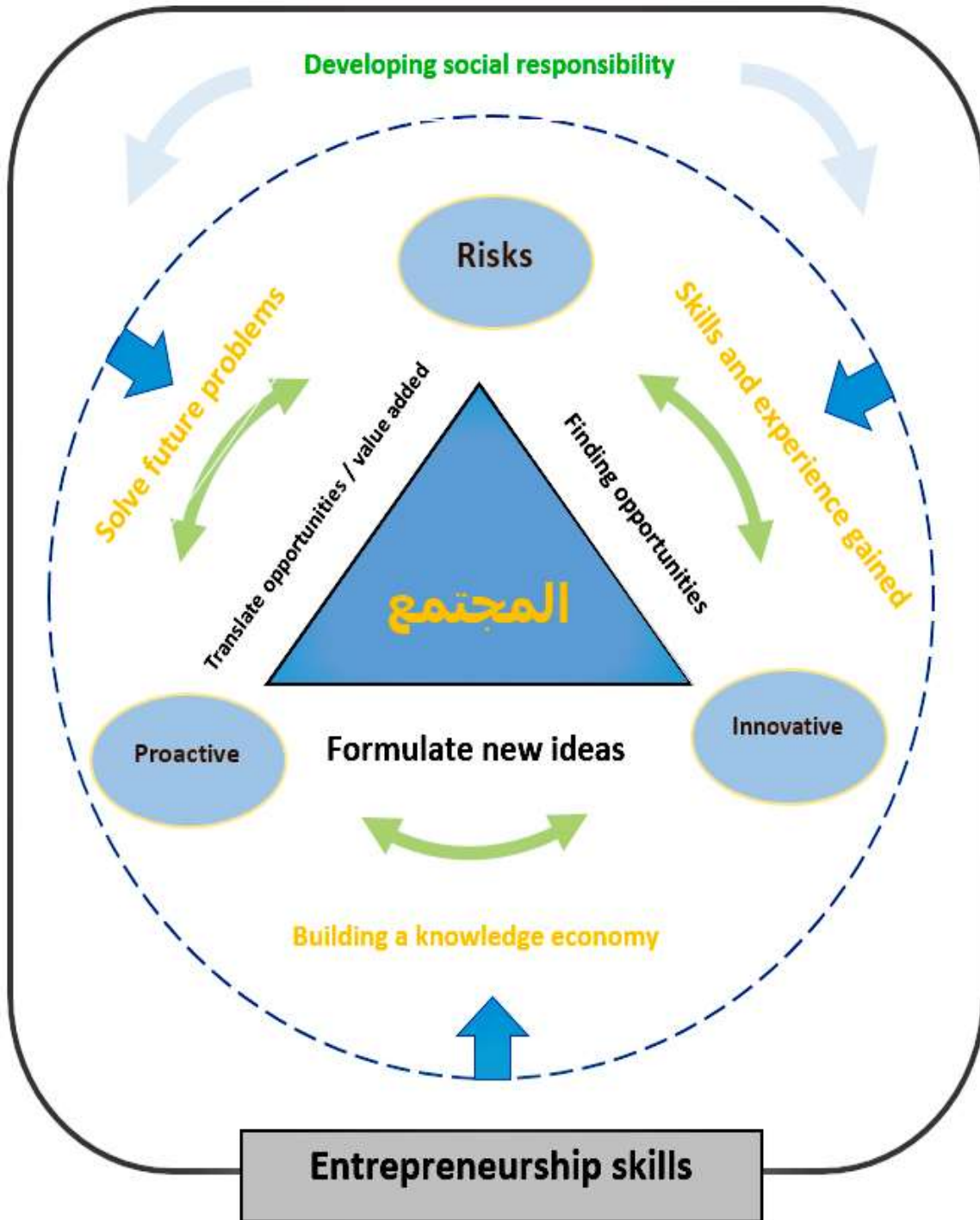


Figure 2 illustrates entrepreneurial skills and their association with society.



The research results:

Always, the traditional course is focusing on the educational content when the lecturer is targeting the Intended Learning Outcomes at the cognitive, mental and skill level that courses provide to the students. But, by changing this concept to entrepreneurial course that leads to transform the same Intended Learning Outcomes into a goal, which can be being used by students to achieve an economic value based on the experience and knowledge gained through the course. So, the concept of entrepreneurial university is achieved, which is consistent with the country's strategic objectives in the field of entrepreneurship and stimulating the development of a knowledge-based economy.

This is represented by the following results:

- ✚ The courses in different disciplines in faculty of Applied Arts can result a future entrepreneurship projects, that the idea of teaching the courses in an entrepreneurial manner is applicable and achievable, and this proffer the appropriate motivation for creating startups.
- ✚ All students in the Faculty of Applied Arts with different specializations and with diverse experiences that gained from different courses - they are close to the field of entrepreneurship as potential entrepreneurs.
- ✚ By teaching courses in an innovative way, startups can be created for potential entrepreneurs and Egyptian universities can be transformed into pioneering universities with increased awareness of social responsibility among students.

The research recommendations:**The following are recommended:**

- ✚ quality management systems at the Faculty of Applied Arts has to document the case study, which is submitted by the departments (industrial design - ceramic - industrial design), and work to update the decisions reviewed by research and documented by the various administrative councils to develop the work system at the faculty.
- ✚ In order for the faculty of Applied Arts to become a leading faculty in the field of entrepreneurship and the university becomes an Entrepreneurial university, the idea of entrepreneurship must be applied to all courses.
- ✚ Activating the role of technological incubator in Damietta University to be the start for the transformation of the university into an Entrepreneurial university.
- ✚ Activating the role of Technology innovation and commercialization Office at Damietta University to document the educational outcomes of the Entrepreneurial courses.

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