



KNOW ABOUT BUSINESS (KAB) IN SAUDI ARABIA

Unemployment in Saudi Arabia, resulting in part from population growth (with a population growth rate at 1.9 per cent in 2013) and a lack of entry-level jobs, has risen among young people to nearly 30 per cent. The country urgently requires programmes that promote entrepreneurship and self-employment among youth.

The need for ILO assistance to foster an entrepreneurship culture in the country was expressed in 2009. On this basis the Know About Business (KAB) programme was pilot tested in the country and implemented by the National Entrepreneurship Institute (RIYADAH), targeting students (men and women) enrolled in the Technical Vocational Training Corporation (TVTC).

FACTS AND FIGURES

Partners:
National Entrepreneurship Institute (RIYADAH)

Beneficiary country:
Kingdom of Saudi Arabia

Timeframe:
January 2011
– June 2015,
Phase II:
until March 2017

Budget:
USD 191,000
Phase II:
underway, amounting
to USD 250,000

THE RESPONSE

The ILO entrepreneurship education programme, Know About Business (KAB), draws on ILO's successful experience in the field. The KAB training methodology develops entrepreneurial competencies among young people and the particular knowledge needed for self-employment and the creation of micro and small enterprises.

Since 2009, the KAB programme has been introduced into vocational, secondary and higher education in approximately 50 countries and translated into 22 languages.

In the Arab region, the programme has successfully been implemented in the Syrian Arab Republic, Yemen, the occupied Palestinian territory, Oman, Iraq, Jordan and Lebanon.

ILO and Riyadh agreed to pilot the KAB programme at the Technical Vocational Training Corporation (TVTC) by introducing it as part of the second year curriculum of technical colleges over one year (two semesters), during the 2011-2012 academic year.

In the pilot phase, the project:

- Introduced the KAB programme and trained selected men and women teachers on the KAB technical content and the participatory teaching techniques used for its implementation in the classrooms;
- Conducted three-day follow-up workshops to ensure coaching and exchanges of experience between teachers (men and women).

RESULTS

Entrepreneurship as a topic used to be taught through a course on private sector development and business start-ups, which was largely theoretical in content and did not attract many students.

Since the introduction of the KAB pilot programme, teachers are reporting high levels of students' enrolment and participation in the classroom and a change in their attitudes vis a vis self, employment, the world of business and small enterprises at the end of the course.

This is particularly visible in girls, who showed an increase in their self-confidence and a high level of commitment, creativity and participation in the course. In addition, vocational teachers have reported making use of the participatory training techniques acquired from the KAB programme in their delivery of other technical courses, as these teaching methods grab the attention of students and increase their inter-activity in the classrooms.



“The KAB workshop content is very useful and the training techniques are excellent and highly motivating”

Teacher in the latest KAB training of facilitators workshop (April 2015) in Riyadh



Partnerships and Field Support Department (PARDEV)

International Labour Organization
4, Route des Morillons
CH-1211 Geneva 22
Switzerland

Tel. +41 22 799 7309
Fax +41 22 799 6668
E-mail: ppp@ilo.org
www.ilo.org/ppp

The KAB curriculum was first introduced to the male section of the TVTC on a pilot basis.

Although the project had no specific component written for women, the ILO was able to introduce the KAB programme to women teachers and incorporate them as beneficiaries of the project.

Under the first pilot phase two training of facilitators were conducted targeting men and women separately. A total of 24 men and 21 women teachers were trained in the KAB programme coming from the various regions of the Kingdom. Refresher workshops were also delivered to ensure exchanges of experiences and lessons learned among the Saudi teachers.

The women section of the TVTC decided in 2014 to incorporate the KAB programme as a required course in the curriculum of the 17 all-girls technical colleges across the country. Consequently, 33 women TVTC teachers were trained on the content and training techniques of the KAB in April 2015.

Another group of 27 women teachers will be trained in November 2015 to ensure that the number of teachers is sufficient for the national roll-out of the programme.

The extension of the programme to the men section followed and 150 men teachers were trained since August 2015.

BENEFITS OF PARTNERING

The partnership with Riyadhah (National Entrepreneurship Institute) enabled the ILO to focus on the technical aspects of the project while using national competencies for daily management, follow-up and monitoring of project activities thus ensuring a smooth and timely implementation. This in turns builds national capacities and institutionalizes the KAB programme in Riyadhah for sustainability purposes after the project ends.