

# Course:

# Entrepreneurship

## Learning Objectives

- Prepare for professional integration at the end of studies through both individual and collective development.
- Develop a post-bachelor's project, whether pursuing further studies or seeking employment.
- Master the methodological tools needed to define a post-bachelor's career plan.
- Prepare for the job search process.
- Raise awareness of entrepreneurship by providing an overview of management knowledge useful for creating a business.

## Recommended Prerequisites

- Basic knowledge and language skills.

## Course Content

### 1. Introduction to Entrepreneurship

- Definition of entrepreneurship
- Diversity of entrepreneurial situations
- Different forms of entrepreneurship
- The entrepreneurial process

- Corporate culture and entrepreneurial culture
- The importance of entrepreneurship

## **2. The Entrepreneur**

- Definition of the entrepreneur
- Evolution of the concept of entrepreneurship
- Individual characteristics of the entrepreneur
- Profile of the Algerian entrepreneur

## **3. The Entrepreneurial Approach**

- From idea to opportunity
- Innovation
- Market analysis
- Business plan
- Financing
- Partners

## **4. Administrative Steps for Business Creation in Algeria**

- How to create a startup in Algeria

## **1. The Entrepreneurial Process**

The entrepreneurial process consists of a sequence of stages through which an entrepreneur goes to create and develop a business.

### **1.1. Opportunity Identification**

The entrepreneur must:

- Observe the market to identify unmet needs.
- Analyze economic and technological trends.
- Assess their skills and resources to exploit an opportunity.

### **1.2. Feasibility Study and Planning**

Once the opportunity is identified, its viability must be evaluated through:

- Market study: Analysis of potential customers, competitors, and market positioning.
- Business model: Definition of revenue sources and cost structure.
- Business plan: A detailed document outlining objectives, strategy, financial forecasts, and funding needs.

### **1.3. Resource Mobilization**

The entrepreneur must gather the necessary human, financial, and material resources:

- Financial capital: Personal funds, bank loans, investors, and public support.
- Human resources: Team members, partners, and subcontractors.
- Tools and infrastructure: Premises, equipment, and technology.

### **1.4. Business Creation and Launch**

- Choose the legal structure of the business (LLC, corporation, sole proprietorship, etc.).
- Register the company with the relevant authorities.
- Implement a marketing and communication strategy.
- Launch the production and commercialization of products or services.

### **1.5. Business Management and Growth**

- Performance monitoring through Key Performance Indicators (KPIs).
- Adaptation to market changes through innovation and continuous improvement.
- Expansion through product diversification, internationalization, and strategic partnerships.

## **2. Corporate Culture and Entrepreneurial Culture**

### **2.1. Corporate Culture**

Corporate culture is the set of values, beliefs, and practices that characterize an organization. It influences how employees interact and make decisions.

Key elements of corporate culture:

- Values and vision: The company's mission and objectives.
- Norms and behaviors: Management style and internal relationships.
- Visual identity: Logo, communication, and brand image.

## 2.2. Entrepreneurial Culture

Entrepreneurial culture is based on attitudes and behaviors that encourage initiative and innovation.

Main characteristics:

- Initiative and autonomy
- Creativity and innovation
- Risk-taking and resilience in the face of failure
- Opportunity and growth orientation

## 2.3. Differences Between Corporate Culture and Entrepreneurial Culture

Criteria	Corporate Culture	Entrepreneurial Culture
Definition	A set of shared values, norms, and practices within a company that influence its operations and decisions.	A mindset that promotes innovation, initiative, and value creation within an organization or project.
Main Objective	Ensure internal cohesion, stability, and long-term performance.	Encourage innovation, autonomy, and risk-taking to create and develop new opportunities.
Approach to Risk	Cautious, with risk management aimed at ensuring business sustainability.	Risk-tolerant, emphasizing experimentation and viewing failure as a learning opportunity.
Innovation	Gradual and structured innovation within internal processes.	Strong focus on innovation and the constant search for new opportunities.
Structure	Hierarchical and well-defined, with clear roles and responsibilities.	Flexible and adaptable, encouraging versatility and responsiveness.
Employee Autonomy	Employees follow established rules; autonomy may be	Autonomy is encouraged, and initiative is highly valued.

Criteria	Corporate Culture	Entrepreneurial Culture
	limited depending on the structure.	
Example	A well-established company with strong values and traditions, such as large industrial firms or banks.	A startup or innovative company focused on rapid growth and market disruption.

In summary, corporate culture focuses on management and stability, while entrepreneurial culture is based on innovation and individual initiative.

#### 2.4. The Influence of Entrepreneurial Culture on Business Success

- Enhances the ability to adapt to market changes.
- Encourages initiative and innovation.
- Improves crisis management.

### 3. The Importance of Entrepreneurship

Entrepreneurship plays a key role in economic and social development.

#### 3.1. Wealth Creation and Employment

- Generates income for entrepreneurs and their employees.
- Reduces unemployment through the creation of new businesses.

#### 3.2. Innovation and Competitiveness

- Promotes the development of new technologies and services.
- Stimulates competition and improves existing products.

#### 3.3. Social Impact and Sustainable Development

- Improves living conditions by offering solutions tailored to local needs.
- Supports social entrepreneurship to address social and environmental challenges.

#### 3.4. Contribution to Economic Diversification

- Reduces dependence on a single sector, such as hydrocarbons.
- Encourages financial independence and entrepreneurial spirit.

### Definition of the Entrepreneur

An entrepreneur is a person who identifies an economic opportunity, mobilizes the necessary resources (human, financial, and material), and takes risks to create, develop, or acquire a business.

- According to Joseph Schumpeter, an entrepreneur is someone who innovates by introducing new products, processes, or markets.
- According to Peter Drucker, "Entrepreneurship is about searching for change, responding to it, and exploiting it as an opportunity."

### Main Roles of an Entrepreneur

- Creating value
- Innovating
- Taking risks
- Mobilizing resources
- Creating jobs

### The Evolution of the Entrepreneur Concept

The concept of the entrepreneur has evolved significantly over the centuries.

Period	Concept of the Entrepreneur
18th Century	The entrepreneur was viewed as a merchant or craftsman managing his own business.
19th Century	The entrepreneur became an industrialist, often a capitalist, willing to take economic risks.
20th Century	The entrepreneur was seen as an innovator and a driving force of economic development, particularly through the work of Joseph Schumpeter.
21st Century	The entrepreneur is regarded as a leader, innovator, and provider of sustainable and technological solutions.

Entrepreneurship today is closely linked to social, environmental, and digital innovation.

### **Individual Characteristics of an Entrepreneur**

An entrepreneur possesses specific qualities and skills that enable them to successfully carry out their projects.

#### **Personal Characteristics**

- Autonomy and a strong sense of responsibility
- Self-confidence
- Initiative
- Creativity and innovation
- Stress resistance and perseverance

#### **Professional Skills**

- Mastery of their field of activity
- Management and planning skills
- Leadership and communication abilities
- Risk analysis and decision-making skills

#### **Common Motivations**

- Personal fulfillment
- Financial independence
- Love of challenges
- Desire to make a positive impact on society

### **Profile of the Algerian Entrepreneur**

#### **General Context**

Entrepreneurship in Algeria is experiencing significant growth, particularly among young people. This development is supported by various initiatives, including government programs, university incubators, investment funds, and startup competitions.

#### **Typical Profile of an Algerian Entrepreneur**

- Generally young, often between 25 and 40 years old
- University graduate or professionally trained
- Strong interest in innovation and digital technologies
- Motivated by financial independence and professional achievement
- Increasingly oriented toward solving local economic and social challenges
- Adaptable and resilient in the face of administrative and financial constraints

The Algerian entrepreneur is becoming a key driver of economic diversification and sustainable development in the country.

Criterion	Description
Age	Generally between 25 and 40 years old.
Education Level	University graduate or holder of a technical qualification.
Preferred Sectors	Agriculture, Information and Communication Technologies (ICT), trade, services, and light industry.
Motivations	Financial independence, limited salaried employment opportunities, and the desire to make the most of one's skills.
Challenges	Limited access to financing, bureaucratic procedures, and insufficient support or mentoring.
Strengths	Adaptability, innovative mindset, and a strong commitment to contributing to economic development.

### The Entrepreneur as a Key Actor in Economic and Social Development

- The entrepreneur is a key actor in economic and social development. Their role is not limited to creating businesses, but also extends to innovation, social transformation, and job creation. In Algeria, despite challenges, entrepreneurship is rapidly growing, driven by motivated youth, increasing levels of education, and evolving public policies.

### Entrepreneurial Process and Start-up Creation in Algeria

#### 3. The Entrepreneurial Process

- The entrepreneurial process is a structured approach that transforms an idea into an economic reality (a business). It involves several logical steps, each essential for project success.

### **3.1 From Idea to Opportunity**

- An idea is often the first spark; it may come from passion, personal experience, or the observation of an unsolved problem.
- Transforming an idea into an opportunity requires:
  - Evaluating technical and economic feasibility.
  - Ensuring there is real market demand.
  - Confirming that the project is innovative or provides added value.
- Useful tools:
  - Brainstorming
  - SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
  - Business Model Canvas
- Example: An idea for a mobile app to facilitate ordering local products becomes an opportunity if it meets an unmet market need.

### **3.2 Innovation**

- Innovation is the ability to introduce something new or improved. It may concern:
  - The product (new features)
  - The process (new production method)
  - The business model (new way of selling)
- In Algeria, innovation is an important criterion for start-ups, supported by the Ministry of the Knowledge Economy.
- Tip: Protect innovation through patents, trademarks, or registered designs.

### **3.3 Market Analysis**

- Market analysis involves understanding the environment in which the business will operate:
  - Demand analysis: Who are the customers? What are their needs?
  - Supply analysis: Who are the competitors? What are their strengths and weaknesses?

- Trend analysis: What social, technological, economic, or political factors influence the market?
- **Methods used:**
  - Surveys, interviews, questionnaires
  - Documentary research (reports, statistics, sector studies)
- Objective: Define a clear positioning and competitive advantage.

### 3.4 Business Plan

- The business plan is a key document that presents:
  - The project (idea, mission, vision)
  - Market study and positioning
  - Business model (how revenue will be generated)
  - Development strategy (marketing, production, HR)
  - Financial plan (investment, revenue and profitability forecasts)
  - Legal structure (SARL, SPA, etc.)
- **Why is it essential?**
  - To attract investors, banks, or support institutions
  - To guide the entrepreneur's actions

### 3.5 Financing

- Creating a business often requires financial resources.
- Funding sources include:
  - Personal contribution (starting capital)
  - Family and friends ("love money")
  - Banks (conventional or Islamic loans)
  - Algerian support programs (ANSEJ, ANGEM, CNAC)
  - Business angels and venture capital funds
  - Grants and startup competitions
- Important: A realistic cash flow plan is necessary to avoid liquidity problems.

### 3.6 Partners

- Partners are essential to strengthen credibility and operational capacity:
  - Commercial partners (suppliers, distributors)
  - Financial partners (banks, investors)
  - Technological partners (laboratories, universities, research centers)
  - Support institutions (incubators, accelerators, chambers of commerce)
- **Benefits of partnerships:**
  - Resource sharing
  - Faster market access
  - Risk sharing

## 4. Administrative Steps for Creating a Business in Algeria

- Creating a start-up in Algeria follows a specific administrative process.

### 4.1 Choosing the Legal Structure

- Sole proprietorship (individual business)
- Companies:
  - EURL (Single Member Limited Liability Company)
  - SARL (Limited Liability Company)
  - SPA (Joint Stock Company)
  - Certified Start-up (start-up label issued by the Ministry of Knowledge Economy)
- Note: To benefit from start-up advantages (tax exemptions, support), obtaining the Start-up Label is required.

### 4.2 Reserving the Business Name

- Visit the National Trade Register Center (CNRC)
- Check name availability
- Reserve the business name online via: [sidjilcom.cnrc.dz](http://sidjilcom.cnrc.dz)

### 4.3 Drafting the Articles of Association

- Prepare the legal statutes of the company (business purpose, capital distribution, partners' responsibilities).

#### **4.4 Registration and Incorporation**

- Submit a complete file to the CNRC including:
  - Signed statutes
  - National ID copy
  - Residence certificate
  - Proof of business address (lease or property document)
  - Payment of registration fees
- Processing time: 1 to 2 weeks

#### **4.5 Obtaining NIS, NIF, and Tax Card**

- NIS: Statistical Identification Number
- NIF: Tax Identification Number
- Tax card issued by tax authorities

#### **4.6 Social Security Registration**

- CASNOS: National Social Security Fund for non-salaried workers
- CNAS: National Social Insurance Fund for employees

#### **4.7 Applying for Start-up Label (optional but recommended)**

- Apply via the official platform: [startup.dz](http://startup.dz)
- Conditions:
  - Innovative project
  - Less than 7 years of existence
  - Limited annual turnover
- **Benefits:**
  - Tax advantages
  - Access to the Algerian Startup Investment Fund

# ADMINISTRATIVE STEPS FOR CREATING A BUSINESS IN ALGERIA



## 1 Choose the Legal Structure

- Sole Proprietorship
- EURL (Single-Member Limited Liability Company)
- SARL (Limited Liability Company)
- SPA (Joint-Stock Company)
- Start-up (Certified Start-up Label)



## 2 Reserve the Trade Name

- Check the availability of the business name
- Reserve the name through the National Center of the Commercial Register (CNRC)



## 3 Draft the Articles of Association

- Define the company's purpose
- Specify capital distribution and shareholders' responsibilities



## 4 Registration and Incorporation

- Submit a complete application file to the CNRC
- Average processing time: 1-2 weeks



## 5 Obtain the NIS, NIF, and Tax Card

- NIS: Statistical Identification Number
- NIF: Tax Identification Number



## 6 Register with Social Security Organizations

- Register with the relevant social security institutions



## 7 Apply for the Start-up Label

- (Optional but Recommended)
- Innovative project
  - Less than 7 years old
  - Annual turnover below the prescribed threshold

## **Conclusion**

The entrepreneurial process is a logical pathway that starts from an idea and leads to the creation of a structured and successful business. In Algeria, administrative facilitations and support mechanisms have been introduced to encourage young entrepreneurs, especially in innovative sectors.