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MODULE ENTREPRENEURSHIP AND ENTERPRISE

Module: Entrepreneurship and Enterprise through Company Programme

Duration: Over one school year, 1-3 hours per week

Grade: I, II, III, IV

Aim of the module: Students get to experience the sense of real business and initiative through running their own company. Students will have the opportunity to implement theoretical knowledge into practice.

*Company programme can be anchored and used in almost any educational programme or subject. It is important to plan the year together with those teachers that can be involved. It is also recommended to inform other teachers of the CP method as it can influence their classes.

** Some mini companies are established with the basis in an education programme and related to specific competence in the subjects which are integrated in the training.

TOPIC/STEP	GOAL	LEARNING OUTCOME	CONTENT	LEARNING ACTIVITIES	TIME
1 BASICS OF ECONOMY, FREE MARKET AND ENTREPRENEURSHIP EXPLAINED THROUGH THE	To introduce students to the concept of free market and entrepreneurship and present it	Students will have an understanding of how a business works and how wealth and employment are created. Students	<ul style="list-style-type: none"> Motivation and Brainstorming for good ideas 	Whole class participate; Teacher provides introduction on Student	September (The first 2-3 weeks)

<p>COMPANY PROGRAMME</p>	<p>as a career choice.</p>	<p>express their thoughts, ideas, brainstorm and take initiative in creating student company. Students are familiar with the key competences for lifelong learning and understand steps and stages of Student Company Programme.</p>	<ul style="list-style-type: none"> • Creativity exercises and practicing idea generation; • Learning about previous Student Company ideas and achievements; • Brainstorming for a real business idea 	<p>Company Programme. Teachers provide support to students, their ideas, and help them create links between theory and the real life business.</p>	
<p>2 ORGANIZATIONAL STRUCTURE AND MANAGEMENT</p>	<p>To prepare students for team work, teach them to set goals and allocate tasks. At this stage students learn how to</p>	<p>The students will be able to:</p> <ul style="list-style-type: none"> • summarize the responsibilities of the jobs and describe leadership opportunities within the JA- 	<p>Students analyze and explore personal opportunities and responsibilities within a company. They learn about different organizational</p>	<p>Students start to brainstorm and shape their ideas; Students go through</p>	<p>September through October; The second 2-3 weeks 3-6 hours</p>

	<p>communicate efficiently – not only in their team but also with the people and the community outside the school (professional approach, business correspondence , setting the meeting)</p>	<p>YE Company Programme</p> <ul style="list-style-type: none"> • evaluate the leadership, educational and social opportunities gained from the JA-YE Company Programme • organise a company, sell stock, produce a product, market a product or service, and maintain financial records 	<p>structures, leadership types and responsibilities in companies.</p>	<p>different activities for teamwork, think and discover about the different jobs and roles in the company. Teacher set golden rules for teamwork, students add to it; team forms Cooperation form with ground rules for their</p>	
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				<p>team and work; for example some of the ground rules to think of are “How do we make sure that the work we do is with high quality?” or “How do we resolve disputes or conflicts? Who will help us?”</p>	
<p>3 ESTABLISHING A COMPANY</p>	<p>To establish Student Company/ies</p>	<p>The students will meet business advisor/s who come from all walks of life and have</p>	<p>After choosing the right idea for the student company, students will</p>	<p>Students hold their board meetings,</p>	<p>October through December about 1-2 hours</p>

	ready for production.	valuable entrepreneurship experience. Students invite their colleagues and teachers to become shareholders. Teachers of other subjects are informed and involved in the Company program in their school.	require working capital in order to pay preliminary expenses and to produce something to sell. Therefore at this stage students invite people to become shareholders in their company.	make appointments with their business advisor and raise their startup capital.	Total class time 3-6 hours First meeting with the business advisor
4 BUSINESS PLAN	Introduce students to the business plan and how to ensure sustainable business; guiding them through writing process of their company's business plan.	The students will be able to: <ul style="list-style-type: none"> • demonstrate leadership ability and communication skills • develop a business plan • carry out the plan • establish production and sales goals for a product or service 	Students design strategies for a company that include a business plan, production plan, financial plan, and marketing plan. At this stage students have the support of other teachers who will intervene through their subjects – especially production.	Teachers facilitate learning process; focus is on the students, enabling their independence and good understanding of their role in the company. Students created their	October to December Second meeting with the business advisor

				business plan, production plan including budget, they organize and run weekly meetings, communicate with their business volunteer and teachers who teach subjects that are crucial to their product and business.	
5 RUNNING THE COMPANY – PRODUCTION	Students learn how to lead process from idea to realization, manage resources and	The students will be able to: <ul style="list-style-type: none"> • develop an effective sales presentation • differentiate between production 	Students produce a product, monitor productivity, evaluate the quality of the product, and	Student offer their products to the public; they run their web pages and promote	October-December (Meetings with business advisor)

	organize production.	<p>and productivity & monitor quality control</p> <ul style="list-style-type: none"> • describe the effect on productivity of employee attitudes and skills • evaluate the impact of technology, management, and government regulations on productivity 	create a selling strategy.	<p>their work on social media and at the school/local activities. They follow production plans and monitor the budget, run their weekly meetings, sell product and market their company.</p>	
6 RUNNING THE COMPANY - MARKET	Students implement elements from their business plan and sell their products. Students learn	Students will develop set of skills to understand the market and act on it. They will sell their product/service, implement their	Students are present at the market, they offer their product or service to the customers. They run weekly	At the weekly meetings students discuss sale, targets, and plans. They	November-April

	to manage finances.	marketing and PR strategy, deliver reports for each department and participate at the trade fairs and competitions.	meetings and discuss production, sale, PR about the company, etc. Teams prepare for the Trade Fairs/competitions.	push their marketing and PR strategy therefor at this stage students have experience with TV, Radio shows, social media adds, etc.	
7 CLOSING THE COMPANY	Students experience the final liquidation of a company. They analyze and evaluate work of their company.	The students will be able to: <ul style="list-style-type: none"> • describe and compute the taxes the company will have to pay • explain how dividends are 	Students will compose an annual report for stockholders and develop personal career goals.	Students prepare company for liquidation and write the final report. They have the closing meeting and pay the money to the shareholders .	May - June

		determined and paid • evaluate the impact of entrepreneurs on the local economic system			
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Correlation with other subjects in the project DUAL: Mother tongue, Literacy, Modelar subjects, Computer Science, Pshychology, Media.