

ERASMUS+

**Student
Entrepreneurship
in Europe**

2015 - 2017



1st Project Meeting

Pardubice – Czech Republic

EDUCA Pardubice – Střední odborná škola, s.r.o.

30th November – 1st December 2015

Programme

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Programme

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1) Participants

- 1) **EDUCA Pardubice – SOŠ, s.r.o., Rybitví, Czech Republic**
- 2) **BHAK Amstetten, Austria**
- 3) **Kungshögskolan, Mjölby, Sweden**
- 4) **Institut de l'Ebre, Tortosa, Spain**
- 5) **Obchodná akadémia, Košice, Slovakia**

2) Partners presentations

Each project partner (= school) presenting:

- **type of school**
- **fields of study**
- **key persons**
- **experience with previous projects**
- **Erasmus project teams**
- **others...**

3) Description of the Project

The project is focused on....

- **promoting entrepreneurship education** in the partner schools,
- **increasing students' specific skills and knowledge** needed for their better employability, starting/running their own business and their active citizenship.

The project helps...

- **developing basic and transversal skills** (*entrepreneurship, digital skills, language competences*), **competitiveness and social thinking**.

3) Description of the Project

The students will learn...

- business requirements in all partner countries
- social entrepreneurship
- skills useful/needed to be successful in the EU labour market
- important skills in starting their own business.

Needs to be addressed...

- low students' skills and knowledge for starting business within the EU countries;
- not sufficient language and digital skills of students;
- low awareness of the EU labour market requirements and opportunities and entrepreneurship in the EU countries.

4) Project Structure

*The project includes both **theoretical and practical part** and covers the following topics:*

- a) Specifics of starting a business in the partner countries including companies' obligations to the state in the partner countries; **Social entrepreneurship** in the partner countries
- b) **EU labour market;**
- c) **SWOT analysis** of student's firms.
- d) **Marketing** of student's firms;

5) Methodology

The project has a theoretical and a practical part and involve modern teaching methods and approaches with the emphasis on the collaborative learning and use of modern technology.

The methods used:

- **students' presentations**
- **international work groups**
- **students' active participation** with the emphasis on **collaborative approaches** (*organizing a workshop on SWOT analysis, Trade fair of student's firms during short-term mobility etc.*)

Students participation in the project

- ✓ students work on particular topics and prepare materials for short-term mobility;
- ✓ students prepare project output the **Business Guide to Europe**;
- ✓ students are engaged in collaborative activities;
- ✓ students organize **Workshop** and **Trade fair**;
- ✓ students **improve** their **ICT skills** - creating of video, multimedia materials, power point presentations;
- ✓ students take part in **dissemination** project activities (Facebook, Twitter, Youtube channel).

6) Tasks and responsibilities

The project coordinator:

- responsible for overall *control of project activities, time management and budget*
- *coordinates* the national teacher **teams**
- prepares project guidelines: *workplan* with milestones, project schedule, *plan* for teacher *meetings* and student short-term *mobilities*
- responsible for completion of the project result Business Guide to Europe
- responsible for *organizing* 2 transnational *meetings* for teachers and for developing *web page*.

6) Tasks and responsibilities

The partner schools are responsible for...

- a) abiding **the project guidelines**, that are used as a monitoring tool;
- b) **implementation** of the project and its activities on the national level;
- c) choosing teachers and students for international activities;
- d) processing of project topics;
- e) evaluation and dissemination on the national level;
- f) budget spending in accordance with the programme rules.

6) Tasks and responsibilities

- **All partners** are responsible for organizing national activities.

The Austrian school:

- *developing and administration of the project blog* for communication and dissemination.
- The blog will be developed especially for students where they can publish their experience. The school is also responsible for *setting up a course for the project in their Moodle system* accessible to all partners and for *organizing one short-term mobility* of students.

6) Tasks and responsibilities

The Swedish school:

- developing and administration of the *Facebook page* for communication and dissemination and for organizing *one short-term mobility* of students.

The Spanish school:

- organizing *one short-term mobility* of students and for *coordinating the Trade fair* of student's firms.

The Slovakian school:

- organizing *one short-term mobility* of students and for *coordinating the international workshop* on the topic "SWOT analysis".

7) Project Cooperation

- All partners will have their responsibilities and will be coordinated by the Czech school.
- *National project teams* will be established *in each partner school*.
- The project coordinator will *create project guidelines* (working plan with milestones of the project, project and meeting schedule, evaluation and dissemination plan).

8) Project Communication

Communication tools

- **project website**
- **project blog and Facebook**
- **emails**
- **others... (Google Drive, ...)**

Project language

- **English**

9) Main project result

- 2 main parts, theoretical one and practical one.
- The Guide content will be created by students and checked and evaluated by project teachers and external expert.
- **Students will be preparing materials for particular topics on national level. Their materials will be presented during short-term mobility and students will be preparing project outputs then (parts for the Business Guide to Europe).**

Theoretical Part

1) **Specifics of starting a business in the partner countries** (emphasis on the company's obligations to the state in each country)

and „**Social entrepreneurship in each country with examples of good practice**“

- a) National level – all partners will prepare presentations on these topics to be presented during the mobility.
- b) Student short-term mobility: students present their work, discuss in international groups which partner country has the best conditions for starting a business, prepare a survey on business conditions in partner countries for the Business Guide to Europe, think of their own ideas for social entrepreneurship across Europe.

Theoretical Part

2) „EU labour market“

- a) National level – students in each country will prepare a simple analysis of the labour market in their country based on selected economic indicators and they will also describe the conditions of entry of other EU citizens in their labour market (e.g. work permit).
- b) Student short-term mobility: international working groups will discuss the most desirable positions, the necessary skills for different positions and professions and job opportunities for foreigners in the participating countries. They will prepare a survey for the second part of the Business Guide to Europe.

Practical Part

3) SWOT analysis

- a) National level – as a preparation for the meeting, each school will provide students with SWOT analysis process.
- b) Student short-term mobility: an international workshop will be organized. Students will create SWOT analysis of student's firms.

Instructions for SWOT analysis and analysis of student firms will become the next part of the Business Guide to Europe.

Practical Part

4) „Marketing“

- a) National level – as a preparation for the meeting, each school will organize a simple competition: students will prepare a marketing presentation of their school company and teachers will choose the best ones that will be presented at the project mobility.
- b) Student short-term mobility: organization of TRADE FAIR of student's firms with presentations of student's firms marketing that will become a part of the Business Guide to Europe. Then students in international working groups will discuss the presentations and their strengths and weaknesses. Their recommendations will be another part of the Business Guide to Europe.

10) Transnational project meetings

- Two transnational *meetings for teachers* where implementation of the project will be monitored and evaluated. Two teachers from each school project team will participate in the meeting.
- **1st project meeting** (at the beginning of the project) - to install the project, organize next steps, project guidelines etc.
- **2nd meeting** (at the end of the project) - to evaluate the project, its activities and output and to create a final report.

11) Tasks

Czech Republic

- organization of 2 workshops.

Workshop nr. 1:

- introducing basic principles and rules for founding a new company in the Czech Republic and other countries (i.e. main requirements regarding a firm foundation).

Workshop nr.2:

- founding a new specific company – a plan of a entrepreneurship area for each particular country. The workshops will be organized for students from other vocational school in Rybitví (40 students).

11) Tasks

Slovakia

- arrangement of 2 *seminars/lectures* on project topics where 10-15 persons will be guests.

Austria

- *visit* of the **RIZ Amstetten** - organization which helps entrepreneurs to start and run their own business. The school will organize discussion with some entrepreneurs and invite local politicians, journalists and other pupils from schools in their municipality (approximately 50 persons).

11) Tasks

Spain

- *organization of Trade fair* of student's firms where students can promote their business. The school will invite students from other schools of professional studies from the region, as well as schools of other educational levels, in addition to all the **students from the countries taking part in the project**. We suppose approximately 50 persons. The activity will take place in the school Institut de l'Ebre.

Sweden

- creation of *2 educative videos* on the project topics that will be published on the school and project webpage and link will be distributed to regional schools and partners. The videos will be published in Facebook and Youtube.

12) Activities

C1 - Short-term exchange of pupils (mobility)

- Students presentations on topic „Specific of starting a business in the parther contries with the emphasis on the company’s obligations to the state in each country“ and „Social entrepreneuship in each country with examples of good practice“.
- The aim: provide students with knowledge about the possiblities and obstacles of starting a business in different EU countries and about social entrepeneurship across Europe.
- Duration: 5 days

12) Activities

C2 - Short-term exchange of pupils (mobility)

- The Swedish school hosts meeting on the topic „**EU labour market**“.
- Students will present their work, the analysis. The international working groups will discuss the most desirable positions, the necessary skills for different positions and professions and job opportunities for foreigners (EU citizens) in the participating countries (job migration).
- They will prepare a survey for the second part of the Business Guide to Europe.
- Duration: 5 days

12) Activities

C3 - Short-term exchange of pupils (mobility)

- The partner school from Slovakia hosts meeting on the topic of „**SWOT analysis**“.
- An international workshop will be organized during the mobility.
- Students will prepare a SWOT analysis of the student's firms.
- Instructions for SWOT analysis and analysis of student's firms will become the next part of the Business Guide to Europe.
- Duration: 5 days

12) Activities

C4 - Short-term exchange of pupils (mobility)

- The Spanish partner hosts a mobility on the topic „**Marketing**“.
- Students will present the best marketing presentations at the Trade Fair of student's firms (the fair will be organized by students with the help of teachers) during the short-term mobility.
- Presentations will become a part of the Business Guide to Europe.
- Then students in the international working groups will discuss the presentations and their strengths and weaknesses. Their recommendations will be the next part of the Business Guide to Europe.
- Duration: 5 days

13) Project Impact

on learners:

- increase students' knowledge about the entrepreneurship, rules, requirements and opportunities within the EU
- improved level of skills for employability and new business creation
- development of students' language competences and digital skills
- elimination of communication barriers, increased sense of initiative

on teachers:

- increase of social and professional skills, language, ICT and project management skills
- better orientation in entrepreneurship education, exchange of experience and best practice, better international teamwork and cooperation

14) Project Dissemination

inside the organization:

- „**project corner**“ (each school) - students' work, pictures, introduction of partners
- website, Facebook page, project blog, use of Youtube and/or Twitter
- organization of **Trade fair** of student's firms
- organization of **competition** on the topic of student's firms in each partner school and its presentation in the project corner
- creation of students' **videos**

14) Project Dissemination

outside the organization:

Target audience – other secondary schools and partners in entrepreneurship education (partners for students firms)

- **Website/blog, Facebook, YouTube, local media** (local newspapers, TV, internet TV), publicity in national and international fairs of student's firms and other public activities connected with student's firms activities
- *Austrian school* - to present the project and its activities at PR activity at Open House Day in November 2015
- Each country to organize activity/activities supporting a lot of people indirectly and helping with the project dissemination – **workshops, seminars, meeting with entrepreneurs**, creation of **videos** and organization of **Trade fair** of student's firms where other people and students will be involved.

14) Project Dissemination

- the Business Guide to Europe will be free to download from the project webpage
- project materials and results will be free to download at project website

15) Monitoring and Evaluation

Monitoring of activities:

- Project workplan
- Meetings
- Regular teacher meetings in each school
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16) Next steps

- creation of project website
- Facebook page
- project blog
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17) Project Meetings

2nd Project Meeting

Place: Amstetten, Austria

Participants: students, teachers

Programme / Topic: Specific of starting a business in the partner countries“ and „Social entrepreneurship in each country with examples of good practice“

3rd Project Meeting

Place: Mjölby, Sweden

Participants: students, teachers

Programme / Topic: EU labour market

17) Project Meetings

4th Project Meeting

Place: Košice, Slovakia

Participants: students, teachers

Programme / Topic: SWOT analysis

5th Project Meeting

Place: Tortosa, Spain

Participants: students, teachers

Programme / Topic: Marketing, TRADE FAIR

17) Project Meetings

6th Project Meeting

Place: Czech Republic

Participants: teachers, students?

Programme / Topic: final report, revising outcomes, positive and negative aspects of the project...