

**Student Entrepreneurship in Europe (2015 – 2017)**

**Project Guideline nr. 3**

**September 2016 – February 2017**

## **EVALUATION**

- 1) The 4<sup>th</sup> project meeting was held in Košice, Slovakia, from 17<sup>th</sup> to 21<sup>st</sup> October 2016 with the main topic of „SWOT analysis“. As agreed at the previous teachers meeting in Sweden, SWOT analysis in general would be a rather large topic to fulfill, the students prepared a SWOT analysis of farming and agricultural entrepreneurial activities in their countries.
- 2) Workshop (i.e. brainstorming) in international groups was focused on summarizing students' knowledge of SWOT analysis and its components.
- 3) During the second workshop, students prepared questionnaires for SWOT analysis of training firms at the International Fair of Training Firms in Košice. Their tasks was to interview the firms' representatives and in international groups to prepare a presentation - SWOT analysis of a chosen firm.
- 4) A discussion with a local entrepreneur Tomáš Bel provided an opportunity to practice students' business English and to become acquainted with the conditions for young entrepreneurs in the region.
- 5) At the final workshop, students braistormed the main ideas and summarized the acquired knowledge of SWOT analysis and its parts as well as ideas and tips for their own training firms they were working on at their schools.
- 6) The teachers discussed the tasks to be done during the next project meeting in Tortosa, Spain (April 2017) where the students' training firms would be the part of the International Trade Fair of training firms.
- 7) From November 2016 until February 2017 the school teams were working on their training firms, preparing leaflets, posters, business cards, catalogs, marketing plans, firms' presentations, Elevator Pitch etc.
- 8) To promote the Erasmus project in the East Bohemia region, in January 2017, EDUCA Pardubice (Czech Republic) organized Contract Day of Training Companies in Pardubice with 7 training firms from 3 regional business schools. The trading was done in Czech and in English language and the companies were competed for many prizes (best catalog, logo, presentation, trading in English etc.).

