

Student Entrepreneurship in Europe (2015 – 2017)

Project Guideline nr. 4

March 2017 – August 2017

EVALUATION

- 1) In March 2017 students were working on electronic presentations of their training firms, marketing plan, Elevator Pitch (speech), stalls' decorations etc.
- 2) The 5th project meeting was held in Tortosa, Spain, from the 3rd April to 7th April 2017, with the topic of „Marketing“. Students introduced their training firms, the main business ideas and their marketing plan.
- 3) At the International Trade Fair of Training Firms in Tortosa, each country presented their training firms in their stalls, negotiating fictitious deals, filled in invoices, promoted their product or services, as well as introduced the Erasmus project to other regional schools.
- 4) As a part of business training, students representing their training firm participated in the competition called Elevator Pitch where they introduced the main ideas of their businesses. For some of the participating teams, it was the first encounter with such a way of firm promotion and a chance to demonstrate their communication and language skills.
- 5) At the Meeting Point 2017, local businessmen presented their small businesses, marketing plans and necessities of establishing a company. Students asked for advice how to run one's own business and what to avoid while trading.
- 6) At the Rovira i Virgili University, business and marketing studies and their study program was introduced to the public and to project students highlighting the necessity of small businesses for regional economics.
- 7) At the final workshop, students evaluated the meeting and its impact on their future business studies, development of their training firms, trading abilities, language skills etc.
- 8) Teachers discussed the content of the final meeting in Pardubice (June 2017) where the evaluation of the project would be done.
- 9) The 6th (final) project meeting was held in Pardubice, Czech Republic (12th – 14th June 2017) where the positive and negative aspects of the project were discussed, as well as the main points of the final report for national agencies.
- 10) Students's prepared and presented their evaluation of the project (videospots, photo presentations) as a feedback of their two-year cooperation and they shared their experience with school coordinators and other students participating in the project. They also fulfilled the final project questionnaires.

