



TEACHING ENTREPRENEURSHIP

How to Establish and Lead
a Student

Company



Dear educators,

Interest in teaching entrepreneurship in secondary and primary schools is growing. Therefore, we would like to assist you in implementing a separate subject to support the development of entrepreneurship at your school. The handbook we offer has been created as part of the Erasmus+ project, whose aim was to exchange experiences regarding the functioning of student companies at Gymnázium Brno and Anderstorpsgymnasiet Skellefteå in Sweden. It describes the essence of student entrepreneurship, which is realized within the program of the international organization Junior Achievement, as well as the operation of student companies in both schools, including examples of best practices.

Benefits and goals of a Student company

Benefits

- Students establish a real, not fictional, company that can operate under predefined conditions. They can manufacture, purchase, and sell their services and products. Students create a student company with the aim of gaining practical experience in all aspects of entrepreneurship. This includes learning how to plan, make decisions, manage finances, communicate with customers, and, most importantly, take responsibility for their decisions and actions.
- Throughout one school year, students are tasked with developing a business concept, starting the business, investing their own money into it, participating in its operation and management, and eventually winding down its activities.
- The entire process is student-driven, with the teacher primarily acting as an advisor. Students divide themselves into working teams, each assuming different roles within the company (such as CEO, CFO, PR, production manager, etc.). Students are responsible for their decisions, and the success of their business is determined by its profitability and continued operation.

Teachers who lead student companies have the opportunity to better understand their students, their needs, and their abilities. The goal is to ensure that students' innovative ideas don't just remain as dreams but become practical realities.

Goals

- Connect the school with the business world and prepare students for the contemporary workplace.
- Increase students' financial literacy.
- Develop students' abilities to work in teams, communicate effectively, independently organize, make decisions, and take responsibility.



Development of competencies

Entrepreneurial competencies:

- Critical thinking
- Leadership and teamwork
- Self-realization
- Sense of responsibility
- Risk-taking
- Financial awareness

Student competencies:

- Possesses knowledge of real-world business
- Can work effectively in teams
- Can present their own ideas
- Capable of making independent decisions and taking responsibility for them
- Able to communicate with authorities, partners, suppliers, and customers



Implementation plan of the Student company

In the first step, the company is established, and students agree on the capital contribution and the business focus. They then allocate roles and related responsibilities. Subsequent steps involve market research, product development and manufacturing, promotion, sales, and, at the end of the year, an evaluation of the business (including a final report and an overall assessment of each student).

1. Organization

- Dividing students into working groups (an ideal team size is 5 to 7 students).
- Allocating corporate positions (which can be done through a selection process) and choosing the company director.

2. Company Establishment

- Brainstorming the company name.
- Selecting the business concept - product or service.
- Market analysis and marketing research.

3. Creating a Business Plan

- Drafting the business plan and presenting it (business pitch).
- Preparing an income and expense plan.
- Creating a cash flow budget.

4. Company Operation and Management

- Initiating production/services.
- Organizing sales.
- Planning promotional activities.
- Concluding sales and company operations, including preparing an annual report.

Examples of good practices

Gymnasium Břeclav

Since the 2019/2020 academic year, third-year students at the higher gymnasium have the option to choose the subject „JA Student Company,” which is taught within the program of the non-profit organization JA Czech. In recent years, the trend in student companies has been a focus on sustainability.

2019/2020

Student Company Name: **FreshTrash**

Business Focus: **Preparation and sale of savory and sweet pastries using safe foods (primarily fruits and vegetables) that supermarkets have removed from sale**



Student Company Name: **D3Press**

Business Focus: **Production of advertising and gift items using a 3D printer with environmentally friendly filaments.**



Ranked in the TOP 10 in the Czech Republic

2020/2021

Student Company Name: **Folks**

Business Focus: **Production of masks with original patterns - hand-painted ornaments from Podluží**



Student Company Name:

Naori

Business Focus: **Production of natural cosmetic products (bath salts, soaps, deodorants, lip balms)**

2021/2022

Student Company Name:

Artecoffi

Business Focus: **Production and sale of reusable cups with original designs and regular coffee sales at school**



2022/2023

Student Company Name: **Tapio**

Business Focus: **Handmade production and sale of fabric bags from discarded materials.**



Student Company Name: **BGH Events**

Business Focus: **Organization of cultural events for school students (theater and cinema visits, Christmas flea market)**

Anderstorpssgymnasiet Skellefteå

We who work with entrepreneurship at Anderstorp School and the Kanal School use the young enterprise process to teach students how to start and run businesses. Young enterprise's platform divides the process into start-up, create and liquidate. Within the framework of Young Enterprise, there is the opportunity to compete in regional and national competitions. The students get more contacts in the business world. They can present ideas in a more interesting way and they learn to work hard and take responsibility.

2022/2023

Student Company Name: **Nordic Secondhand**

Business Focus: **Sale of brand-name clothes via Instagram**



JA Czech is a non-profit educational organization that has been implementing a comprehensive concept of extra-curricular education in schools for 30 years. It shapes the entrepreneurial mindset and financial literacy of young people and helps kick-start their successful professional careers. In collaboration with schools, it creates a supportive and motivating environment for the development of personal skills of students and teachers within entrepreneurial education. www.jaczech.org
Junior Achievement is the world's oldest educational organization, operating in more than 120 countries worldwide. Each year, millions of children and students participate in JA programs. www.juniorachievement.org



The Czech and Swedish students during guided tour of Landskyrkan and Bonnstan, Skellefteå

In November 2022 the Czech students came to Skellefteå for five days, in May the Swedish students visit Břeclav.



Visit to the Thermofisher Scientific factory in Brno which is a world leader in science products and services

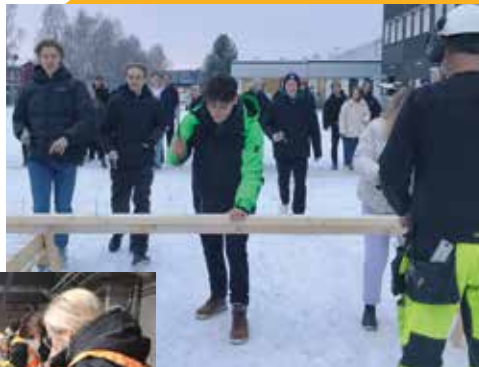


Mgr. Petr Škoda from Gymnasium Břeclav spoke how the city Břeclav was dealing with waste. He is also responsible for the whole project.



The students from Břeclav were presenting about the Czech republic, the history, culture, food etc.

One of the main objectives of our project was to find out how industrial companies in Břeclav and Skellefteå are dealing with impacts of their business activities on the environment



Visit to factory Martinsons in Sweden



Swedish Siege of Brno. All of the students went to Brno, the second biggest city in the Czech republic.

About the project

The aim of our project, titled Eco-biz: Environmentally Friendly Student Enterprise, is to support and further develop the methodology of teaching entrepreneurship at partner schools. The coordinating school (Gymnázium Břeclav) started offering the Student Business Company course to its students in 2019, while the partner school (Anderstorpssgymnasiet Skellefteå) has a longer tradition of teaching entrepreneurship.

Main objectives of our project:

- to exchange experience and know-how of teaching entrepreneurship courses in the Czech Republic and Sweden
- to find out about how major industrial companies in Skellefteå and Břeclav are dealing with impacts of their business activities on the environment
- to help the pupils understand how much impact environmental sustainability has on companies today and will have in the future
- to promote the ideas of student business companies to the larger public
- to promote the cooperation of our entrepreneurship students with the major industrial companies in Skellefteå and Břeclav



The students and teachers who participate in the Student Business Company course at the coordinating school have been recognized by the local community despite the short duration of this type of education. The partner school, on the other hand, has been successful in cooperating with the companies in Skellefteå so that students can come into contact with the real world of business.

