Educational additives

**Business Knowledge for Students**

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Introduction

This material was prepared in order to provide an effective support to the groups of students learning Business Studies. Emphasis was given to briefness, apprihensivness and delineation.

Aim

* to obtain the knowledge in Economics through performing certain practical activities
* to understand market demands to create customer friendly market behaviour as well as learning the basics in marketing, finance, accounting and taxation
* to develop capability, decision making responsibility, risk factors, cooperation, the ability to adjust and managemental abilities, bringing about cooperation, negotiation, discussion, self evaluation capabilities together with being able to accept other people’s viewpoints

Partner Organisations

* Young Enterprise Foundation (NB)

secondary school students

* Junior Achievement Foundation (USA)

secondary and primary school students

Tasks:

* to provide all the necessary information, instructions and guidance for the business’ performance
* official representation of the external organisations
* dealing with office tasks: company registration, accounting inspection

Educational Part

* compulsory or optional classes
* company meetings ( weekly, according to the company needs )

Personal Requirements

* recommended manpower 8-15 students’ team
* mentor teacher
* external specialist consultant

Objective Requirements

* appropriate place, class
* school infrostructure: internet access, computer, phone, printer, scanner, etc.
* necessary equipment for trade: tent, stand, billboard
* accessory package, additives, copied files, receipt block

Corporate Identity

* company name
* logo
* unified appearance
* advertisement material
* publications

Studets Evaluation

 Evaluated

* regular attendance
* active participation
* sitting a writing exam ( on the experience achieved)
* evaluation, self-evaluation

Not evaluated

* knowledge received
* profit

**Students Enterprise Program Stages:**

1. Company Foundation

* management election ( MD secretary, HR production, commercial, financial managers )
* choosing an activity ( product or service )
* internal schedule foundation
* capital cover, shares issuing and selling
* company registration

Shares

* issuing ( according to the soze of the capital )
* price: 100 Ft (1 Euro, 10 zloty)
* students sell ( parents, friends, school staff )
* students buy – becoming owners

2. Company Performance

* bringing about the Company Plan
* market measuring
* marketing strategy
* production
* getting ready for the retail

Markets

* local and central organised holiday as well as state markets
* business students’ real market challenge
* the best company plan, product marketing, stand, entrepreneur awarding

Reporting on the Company performance competition

* selling the supplies
* announcing the results
* investors money payback, paying out the dividends
* final meeting, written report, edification

**A Students Enterprise Plan:**

|  |  |  |
| --- | --- | --- |
| **week/month** | **Task** | **Skills, abilities and knowledge** |
| 1-3rd week  | Company’s teams creatin, handing out the lists of students to the mentor techer.Choosing the company’s terget.Discussing the possible product or service as well as the name of the company.Planning the place and time of future meetings.Determining the size of the capital, shares and studets’ IDs. Creating the company’s name and logo.Electing the MD and the management.Company’s registration with JAM Foundation.  | AdministrationCreating teamsDecisions Economic calculationsCommunicationRoles of the managers  |
| 4th week  | Choosing a product and a service.Determining the tasks and responsibilities of the managers.  | ResponsibilitiesWillingnessWork sharingCollecting ideasMarket measuring, planning  |
| 5th week  | Product’s realisation:- sample- manufacture plan- market- paysk- pricesWorkplace protection.  | VAT and calculationDeciding on pricesHandcraftWorkplace accident protectionMarketingTechnical knowledge  |
| 6th week  | Creating the Company Plan.Shares selling competition.Company Registration with the foundation.  | PaperworkMoney managementWord processingCompany Planning  |
| 7th week  | On-going production and retailing.  | Economical use of materialProducts appearanceDesignRetailing techniquesEconomic calculationsCommunication with customers |
| November  | Preparing for the Christmas market(s).  | Marketing decisionsMarketing strategy  |
| December  | Christmas market(s).  | Register bookReceiptsAdvertisingAccountingTechnical knowledge  |
| January | Ater X-mas changes in production if necessary.VAT paying till January 15th.First term report sending to the foundation.Reviewing the first term company performance.Second term elections. New office meeting.  | Showing resultsEvaluation, self evaluationCriticismBalanceSuccess, dealing with crisisResults of the accounting  |
| February  | Production, retailing, getting ready for the spring market.Applying for the InternationalMarket Project.  | Corporate identityImplementationMarketing decisionsStudiesPresentationAdvertising |
| March  | Hungarian Young Enterprise Foundation Exam.Young Enterprise Europian International Fair.  | RetailingReviewing the experience  |
| April  | Spring Fairs and National YE fair organising.Business completion, prepairing for the final report..Replacing the supplies.  | Profit, remaining goods calculationMarket and marketing decisionsFinal Report  |
| May | Preparing for the Final report ont he State of Booking. .Issuing the Final Report.Final Meeting, official report.Thank you letters to the mentors, consultants, supporters.YE competition.  | Data illustrationPublic reportPresentationStatisticsResults demonstration ( foil, slide-show, slides).Business reportBusiness resultsBusiness correspondence  |
| June | Young Enterprise Europe International Competition.  | Presentation abilityKnowledge of foreign language  |

**Source**: Darázs Dóra-Pertl Gábor – Special Mode of Teaching Economics : Young Enterprise program