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KA201

Teachers training

#01. Training introduction and context

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Asociación de Empresarios del Polígono de Sabón – Arteixo (Spain)

Project Partners:

Centro Público Integrado O Cruce (Spain)

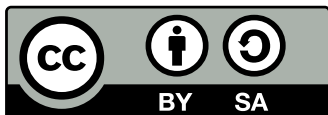Associaçao Terras Lusas – Movimentos Europeus (Portugal)

Colegio La Salle Barcelos (Portugal)

Etaireia Koinonikis Paremvasis Kai Politismou Tis Nomarchiakis Aftodioikisis Magnisias (Greece)

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1 What is this training for?

To prepare you to train and guide your students in how to create and run a company, almost like in the real world

One of the planned activities in this project (under Sabón responsibility) consists of the creation, by students from the schools participating in the project, of "real" companies based on social and circular economy, with the objective to start up 10 of these companies per partner throughout the entire project (we will see next what this means from a practical point of view).

In order to carry out this activity, it is necessary for the participating students to have a basic knowledge about business management (concepts, tools and competencies) to help them to develop this process, under the guidance of their teacher.

This is where this training fits in, seeking to train the designated teachers so they can acquire this basic knowledge themselves, in order to give an adequate support to their students during the project.

Of course, Sabón will provide contents and continued support to these teachers so that, at any time, they can overcome any obstacle that may arise.

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2 What do we want to achieve?

Bringing the entrepreneurship values to the European youth, so they can consider to set up their own companies in the future

There are certain objectives we want to achieve with this activity:

o Help young people to develop entrepreneurial skills, knowledge and management of business companies

o Develop in young people the principles and values of cooperativism, as well as in the value of entrepreneurship through the figures of social and circular economy

o Implement in students basic and transversal skills like cooperation, interaction through ICT means, creativity, communication.

o To implement (networks of) social enterprises and conduct courses and training sessions on business education, especially social entrepreneurship and the use of ICT

o To improve quality and efficiency of education and training of young people in order to develop the features and the working skills for a proactive learning and to become a successful

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3 What is it to create a company in this context?

Our students are not going to create real companies, but they are going to emulate almost every step of the process as if they were

Our students do not meet the requirements to be able to create a real company, since they are minors and can't act without the supervision of an adult. So, in this context, what do we mean by "creating a company"?

o   To learn the basic concepts of entrepreneurial management they should consider when creating a company

o   To define a business model, stating the value they are going to offer to the market

o   To define the internal statutes (templates)

o   To provide a certain social capital to start the operations

o   To stablish the organization chart of their company, assigning functions and responsibilities

o   To develop prototypes or product samples

o   To define a commercial policy and try to sell their products

Students' training

Model Canvas

Company statutes

Bank account

Organization chart

Company catalogue

Communication

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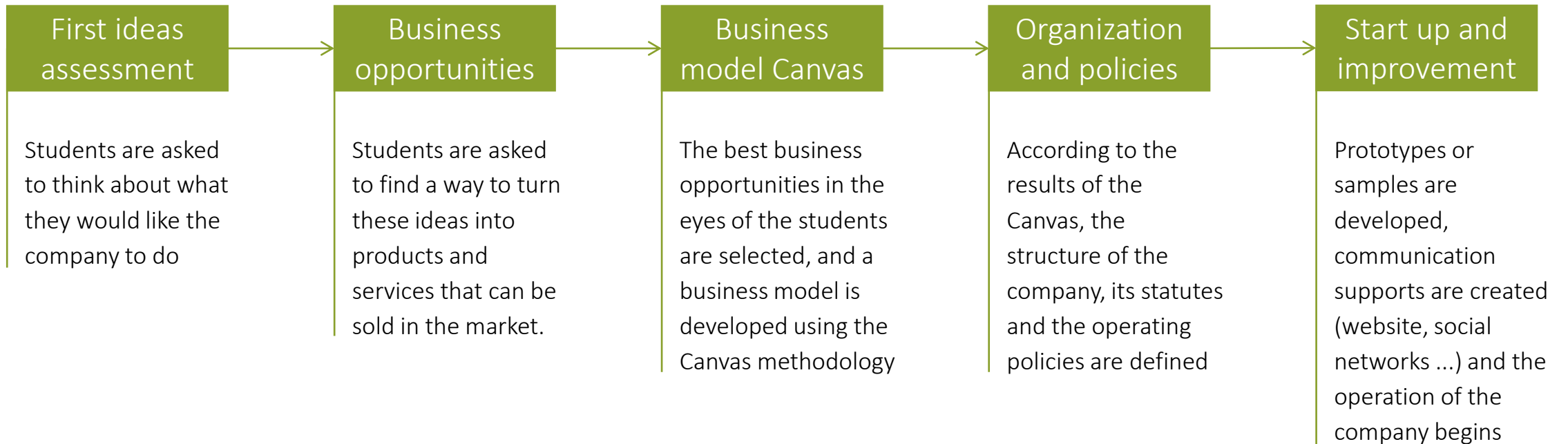# 4 The process to create a students' company

Combining theory and practice allows the students to internalize the entrepreneurial concepts and experiment with them

According to our experience, these are the key tips to create a students' company:

o To combine theory and practice, so the new entrepreneurial concepts learned are put into practice immediately, facilitating their understanding and assimilation

o To follow the real process and steps needed for creating a company as a development storyline

o To maintain a flexible approach in relation to the time spent on the project in the classroom, to avoid generating stress in the students at specific times (exams periods, academic obligations…)

o To space the sessions to allow them to work in a coordinated way on their own, fitting the activity with others they may have (for example, dedicating an hour of class every week as general rule, and adapting according to the status of the project and the needs and circumstances of the students)

o To maintain permanent contact with project leaders to ensure that progress is being made at the expected rate, and establish communication channels so that they can solve any problem when it arise

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4 The process to create a students' company

Broadly speaking, the stages of the process that we are going to work on are the following:

First ideas assessment	Business opportunities	Business model Canvas	Organization and policies	Start up and improvement
Students are asked to think about what they would like the company to do	Students are asked to find a way to turn these ideas into products and services that can be sold in the market.	The best business opportunities in the eyes of the students are selected, and a business model is developed using the Canvas methodology	According to the results of the Canvas, the structure of the company, its statutes and the operating policies are defined	Prototypes or samples are developed, communication supports are created (website, social networks ...) and the operation of the company begins

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5 Concepts and tools to work with

During this training we will learn about the following entrepreneurial concepts and tools:

The 4 "P"	Business model Canvas	Organization and image	Human resources	Diversification	Social responsibility	Crowdfunding
o Product	o The model	o Process approach	o Curriculum vitae	o What is it?	o Definition	o Definition
o Price	o How to do it	o Processes map	o CV types	o How to do it?	o What is not	o Types
o Promotion	o SWOT analysis	o Organization chart	o Key tips for CV	o Pros and cons	o Evolution	o Rewards
o Placement		o Corporate image		o Key tips	o The value of SCR	o Pros and cons
				o Some examples	o Deployment	o Key tips
						o Some examples

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Let's start!

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