This project is co-funded by the Lifelong Learning programme (Comenius multilateral partnership) of the European Union.

Educative Booklet
“A Quick Guide in Entrepreneurship for Pupils, Teachers and Management”
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1. Introduction

The idea of this booklet is to show pupils, teachers and school management how entrepreneurship is very much present in their everyday lives, no matter where they live or what they do. Tell anyone, let alone a student, to imagine being the owner of a business and that person sits up a little straighter, a knowing smile embarking on a journey to their own special world of ideas.

Everyone travels there sometimes, that point in time and space where we own our own business, celebrating independence and individuality... and especially children, well, they dream things like that all the time.

Teaching about start-ups and small business inside a classroom not only meets any set of standards, it prepares them for life. Students learn about brainstorming ideas, setting goals, budgeting and indulging their individuality while still learning to cooperate with others. With the constant changes in the job market, it’s even more crucial to teach pupils about entrepreneurship.

„Most of what you hear about entrepreneurship is all wrong. It’s not magic; it’s not mysterious, and it has nothing to do with genes. It’s a discipline and, like any other discipline, it can be learned.“ – Peter Drucker
2. Project „Entrepreneurial Pedagogy = Entrepreneurial Kids“ (EP=EK)

Programme: Lifelong Learning Programme (LLP)
Sub-programme: Comenius - Multilateral Partnership

During the two years of implementation of this project, workshops were conducted for teachers and school management of the partner schools in the project. Pupils' entrepreneurial skills were increased applying new methods of teaching which the teachers and school management will acquire during workshops. On the other hand, teachers and school management learned the importance of entrepreneurship in education. As the main event of this project, "Children's Week of Entrepreneurship" was conducted in each partner country.

Project Manager:
- **Education Group Zrinski (Zagreb, Croatia)**

Partners:
- **Elementary School Moma Stanojlović (Kragujevac, Serbia)**
- **Elementary School Vuk Stefanović Karadžić (Kragujevac, Serbia)**
- **Elementary School Milutin i Draginja Todorović (Kragujevac, Serbia)**
- **Economic School Breitschaft (Regensburg, Germany)**
- **Elementary School Prečko (Zagreb, Croatia)**
- **Theatre Planet Art (Zagreb, Croatia)**

Duration of the project: **2 years (November 2013 - October 2015)**
3. Children's Week of Entrepreneurship in partner countries

The overall objective of this project is to develop transversal skills of children through implementation and dissemination of training course and materials for the in-service training of teachers and school staff. Increasing the entrepreneurial state of mind of teachers will help them find appropriate methods of implementing entrepreneurship in classes. For school management the development of entrepreneurial education institution will not bring benefits only to them or their teachers, but also the pupils who will learn how to function successfully in an entrepreneurial environment and how to adapt. With the support from Croatian partners and their best practice examples and through training of teachers and school staff transversal skills of pupils was developed through new teaching methods which ensure the development of knowledge in the society. Enhancing entrepreneurial competences among pupils and teachers can boost entrepreneurial sector and thus create economic growth. Pupils had the opportunity to present to their parents, teachers and community representatives and media, products they made and knowledge they gained in the workshops.

In Croatia, Children's Week of Entrepreneurship were held 13-22 April 2015. The final presentation and the final event/Fair was held on 23 April 2015 in ES Prečko. In the workshops were included 390 students and 23 classes. There was the 550 visitors and 230 students on the final event. In Germany, during Children’s Week of Entrepreneurship, held from 27-30 April 2015, students filled in questionnaires and online-tests to find out more about their hobbies, interests and strengths. They learned more about their individual potentials and got an idea, how to connect their abilities with entrepreneurial thinking. In Serbia, the impact of CWE had convincingly greatest scope. All the headmasters were interviewed in the show “Mozaik” at the local TV station. They presented all the activities done in this huge project as well as the idea to implement entrepreneurship in all other schools in Kragujevac and eventually in the whole Serbia. In this project and its realization 1506 students and 115 teachers were involved actively through workshops and the final event - Children’s Week of Entrepreneurship.
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As a result of children’s inexhaustible imagination children made an interesting and diverse items such as souvenirs, jewellery, baskets, soaps and more. Through the interactive educational play "What I Want, I Can!", performed by Planet Art Theatre from Zagreb, active participation and great interest was shown by all elementary school classes, as well as their teachers.

4. What is Entrepreneurship?

Entrepreneurship = the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation’s ability to succeed in an ever changing and increasingly competitive global marketplace (http://www.businessdictionary.com/, 29/05/2015).
How to Teach/Learn Entrepreneurship?
5. **Key Terms in Entrepreneurship**

- **capital** = buildings, equipment, tools, and other goods needed to produce a product, or the money used to purchase these items
- **competition** = striving for the same customer or market
- **demand** = amount or quantity of goods or services that consumers are willing and able to buy
- **enterprise** = a company that is organized for commercial purposes
- **entrepreneur** = an individual who undertakes the creation, organization and ownership of a business
- **factors of production** = resources of land, labor, capital, and entrepreneurship used to produce goods and services
- **investment** = money that one puts into a business as capital
- **profit** = money that is left after all the expenses of running a business have been deducted from the income
- **services** = intangible items that have monetary value and satisfy needs or wants
- **resources** = capital, skilled labor, management expertise, legal / financial advice, facilities, equipment and most importantly, customers
6. Entrepreneurship Education Resources for Teachers

We want to help teachers who are interested in teaching entrepreneurship, so we’ve provided a few tips along with some excellent resources that will get just about any teacher up to speed on entrepreneurship, without needing to get certified just to teach it.

- Visit a few entrepreneur related websites to brush up and become more entrepreneurship savvy. [Entrepreneur.com](https://www.entrepreneur.com) and [Entrepreneurship.org](http://www.entrepreneurship.org) are two really solid entrepreneurship websites.

- Try your hand in entrepreneurship. Give that great idea you’ve been thinking about for so long some wings and get your entrepreneurial hands dirty. If you go this route, you will have the advantage of being able to intimately discuss entrepreneurship with your students. You could discuss what business you chose, why you chose your business, and how you went about making that decision. Plus you can review with your students all of the various processes and decisions you had to address to get your little venture up and running.

- Visit the [Consortium for Entrepreneurship Education’s website](http://www.consortiumfore Entrepre nership.org). Through schools and community programs, the Consortium is dedicated to promoting the teaching of skills that are important for success in the 21st century, by encouraging the merits of entrepreneurial education to youth across the country.

Teachers are great sources of ideas for learning activities that provide experience in entrepreneurial skills and often they don’t even know they are doing so. Any teacher in the secondary schools can help students understand the opportunities of our entrepreneurial economy by infusing entrepreneurship-related activities in their regular course of study. As you seek to infuse entrepreneurship in any type of course: social studies, math, language skills, science, business classes, career exploration etc., the teacher should think about the 15 Standards identified by entrepreneurs as the knowledge skills and attitudes important for students to address as they think about becoming an entrepreneur.
7. 10 Steps to Teaching Pupils to Become Entrepreneurs

1. Goal setting is vital for future success.

Teaching our pupils how to set and accomplish their goals is a fun and exciting activity! Did you know that written goals are over 80 percent more likely to be achieved? Imagine the possibilities!

*How to teach:* Ask your pupils to define and write down their top 10 goals and then choose the one goal that would make the biggest positive impact in their life. That goal should be their main focus. Next, write down the steps necessary to accomplish this exciting goal and encourage them to start taking action on those steps immediately.

2. Pupils must learn how to recognize opportunities.

Many people never meet their full potential because they fail to recognize opportunity. Teaching your pupils to seek out opportunities and take action on them, will directly contribute to their level of future success.

*How to teach:* Praise your pupils for pointing out small problems or setbacks in their lives that cause them distress such as: not being able to reach items on a high shelf. Brainstorm solutions on how to resolve their troubles. This will teach them to focus on creating positive solutions, instead of focusing on the problem itself. This habit will allow them to create profitable ideas in their future businesses.

3. Financial literacy is a must.

This is one area that we all could use help with. Teaching pupils about money at an early age will instill a financial foundation that schools often fail to teach.
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**How to teach:** Give them the opportunity to earn their own money through chores or their own small business. Teach them about paying themselves first and then giving back. Educate them about investing and how their money could be used to create more money in the future.

4. **Inspiring creativity will build marketing skills.**

Teaching about marketing is a great way to prepare pupils to attract customers to their future business. As you know, without customers, even the greatest business will fail. This is a very beneficial skill to learn while young.

**How to teach:** Motivate your pupils to start observing marketing materials like billboards, promotional banners in front of businesses, printed advertisements in magazines, and television/radio commercials. Ask them what catches their attention about the message and also quiz them on how to identify things like: the headline or subheadline.

5. **Schools are wrong about FAILURE.**

In school we were all taught that failure is bad. In the entrepreneurial arena, failure can be a great thing if a positive lesson is learned. Allowing pupils to fail will force them to create new ways to
accomplish their goals and learn from their mistakes. This will lead to confident pupils who know how to „survive“ when times are tough.

**How to teach:** This lesson is simple. When they fail, don’t punish, but instead discuss what factors lead to the failure and brainstorm ways to prevent it from happening again in the future.

6. **Effective communication improves all relationships.**

Most pupils today are terrible at face-to-face and telephone communication because of the popularity of social media and text messaging. Successful businesses require that people actually speak to one another. Teaching your pupils to communicate effectively will provide them with the winning edge in business and in their personal relationships.

**How to teach:** First, lead by example. Teach your pupils to be polite and respectful. Most importantly, practice maintaining eye contact when speaking in person. When using the telephone, teach them to speak slowly and clearly. A bonus activity would be communicating to the pupils via e-mail and practicing online communication with them on weekly or even daily basis.

7. **Independence creates confidence.**

The entrepreneurial mindset causes kids to depend on themselves for their own success, which leads to well-rounded adults and future leaders.

**How to teach:** The next time your pupils start to discuss about money to buy their favorite toy, this is your opportunity to ask them to brainstorm ways to create the money through entrepreneurship. This will inspire their creative thinking.

8. **Get the advantage by becoming a leader now.**

Pupils are taught to go with the flow and follow the rules. They are programmed to learn and memorize facts instead of becoming independent thinkers. Entrepreneurship forces pupils to think outside of the box, create unique solutions and lead others. This will result in more income, opportunities and self-confidence.

**How to teach:** Give your pupils the opportunity to lead their friends in fun activities such as: outdoor sports, music practice and small business projects.
9. Selling is involved in every part of life.

This one ability will last a lifetime because it is applied to all types of businesses and careers. From selling products and services to customers, to raising capital from investors, this skill is vital to the success of any business.

*How to teach:* Encourage your pupils to start with small projects like selling their old toys, starting a lemonade stand or selling handmade goods. Let them price their products, sell to customers, and facilitate the transactions when sales are made.

10. The art of giving back creates happiness.

It is important for pupils to develop the characteristic of helping others. This attribute will allow them to stay humble during periods of great success and it will give them the insight that a successful business provides benefits to more than just its owner.

*How to teach:* When brainstorming business ideas with your pupils, ask them to choose a charity or to support with a portion of the income that they generate. ([http://www.inc.com/ss/duane-squires/10-steps-teaching-your-kids-become-entrepreneurs](http://www.inc.com/ss/duane-squires/10-steps-teaching-your-kids-become-entrepreneurs), 28/05/2015)
8. Entrepreneurship Classroom Activities

There are a great variety of ways to make entrepreneurship interesting and memorable through active participation in the learning / teaching process. Here are some of these activities for teachers to use and adapt to their classroom needs (http://www.entre-ed.org/_teach/activities.htm, 28/05/2015).

- "Business Plan Know How" - Creative Thinking and Questions To Ask
- "Just What is Profit?" - Try this activity to see if you know what profit is!
- "Creativity, Innovation, and Problem Solving" - Lots of web pages to use in practicing business creativity
- "Promotion Basics" - Practice Using the Promotional Mix
- "Visualize Your Future" - Classroom Activity
- "Market Research for the Classroom" - Find out Student Needs
- "Profits Come From Taking Risks" - How do entrepreneurs make plans to reduce risk?
- "Business Startup Simulation" - Students work together to create a business idea
- "Ethical Behavior is Good Business" - Practice using decision-making skills resulting in ethical decisions
- "Let's Speak 'ECONOMICS'' - See how economics understanding is the foundation of entrepreneurial thinking.
- "Entrepreneurship... It's Elementary" - Lots of activities for elementary school teachers.
9. Interdisciplinary Entrepreneurship – Exercises for Pupils

Social Studies and Entrepreneurship

- Map out a voyage, the ship is destroyed by a storm, and all survive on an island. What are the needs and possible results? Set up a government on the island and put together a plan for obtaining food, clothing etc. Decide who will be in charge of the various jobs on the island. Hold elections. Identify how products will be created and exchanged by the inhabitants.

- Take a field trip to see the movie such as "Titanic" and discuss the reasons it has been a market success.

- Make a mini-store in class and students make products to sell.

- Write resumes for yourself as an adult. Offer job applications for students to apply for a job as a cashier, a marketer, an accountant, a manufacturer, a warehouse manager, a business consultant, a teacher, etc.

Science and Entrepreneurship

- In food science experiment with product development: Study the effect of heat/temperature on yeast products. Dissolve yeast for bread in three different temperatures. Make the bread and describe the results.

- Collect flowers and plants to study. Press them and make book marks to be sold at a school book fair.

- Students collect, sort, weigh materials collected from school trash for one day (paper, glass, metal etc.). Record results. Collect for a week.
Arts/Performing Arts and Entrepreneurship

- Identify entrepreneurial skills for individuals who choose the arts, such as musicians, writers, artists etc.
- Students create a "jingle" for an art show for use in a TV or radio advertisement.
- Create attractive flyers, posters or web pages for a musical event in your community.
- Develop a TV commercial for your product. Create a TV or radio ad for your business using role playing.

Math and Entrepreneurship

- Analyze pros and cons of a business location, charting/graphing traffic flow and interpreting it.
- Develop a survey of the market to sell a product.
- Examine business space requirements according to equipment and inventory needs, and draw up a plan.
- Project future profits given expansion data.

Languages and Entrepreneurship

- Plan selling and marketing of a given book. Visit local book stores to observe and analyze their marketing techniques. Develop a plan to sell the book. Write ads to promote the book.
- Students prepare oral presentations on famous entrepreneurs and successful businesses or interview and job shadow a local entrepreneur in their field of interest.
- Form groups that will help to write a curriculum for younger students to gain skills in creating a business. Older students will identify what is essential and serve as mentors to the younger students. (http://www.entre-ed.org/_teach/ideas.htm, 28/05/2015)
10. Tips, Thoughts and Insights for School Management

“Real entrepreneurs wear their failures as badges of honor.” It is extremely important to make students understand that in entrepreneurship, failure is a necessary. You can only move forward and succeed by taking risks from time to time, experimenting, failing and learning from your mistakes.

Check out the National Content Standards for Entrepreneurship Education for ideas about creating entrepreneurship activities for any type of curriculum. Be sure that your activities encourage students to think creatively and not just to determine how business operates now. Help them to ask questions about how businesses might be created in new and better ways, using new and different processes. Open their eyes to the entrepreneurial opportunities that are all around us (http://www.entre-ed.org/_teach/ideas.htm, 28/05/2015).
11. References

- Consortium for Entrepreneurial Education: [http://www.entre-ed.org/_teach/activites.htm](http://www.entre-ed.org/_teach/activites.htm) (saved on 28/05/2015)
- Consortium for Entrepreneurial Education: [http://www.entre-ed.org/_teach/ideas.htm](http://www.entre-ed.org/_teach/ideas.htm) (saved on 28/05/2015)
- Consortium for Entrepreneurial Education: [http://www.entre-ed.org/Standards_Toolkit](http://www.entre-ed.org/Standards_Toolkit) (saved on 28/05/2015)
Quotes from Pupils, Teachers and School Management

"The making of and decorating the soaps was very educational. We all did our best." – M.K., student

"If I were to evaluate using marks 1-10, I’d give a 10." – S.R., student

"I think this experience will be useful in my future life." – P.M., student

"The good thing about this is that we’ve had the opportunity to put theory into practice and to make our knowledge functional." – Ms Violeta Stošić, teacher

"It was such a pleasure to see the smiles on pupils’ faces while they were making the products and selling them." – Ms Milica Milošević, teacher

"Since our educational system does not leave much space for the development of entrepreneurial skills and crosscurricular competence, our participation in this project is an ideal opportunity to bring about some positive changes." – Ms Jasmina Cvetić, teacher

"For me, the best part was hanging out with my friends." – Nikola, student

"The workshop during which we made bracelets was quite fun. While I was making them, I felt like I had lots of friends." – A.N., student

"I’ve learnt how we can achieve something together and to earn some money, too. We can also help someone with the money we’ve earned." – M.Z., student