



SØR-TRØNDELAG FYLKESKOMMUNE

KREATIVE TRØNDELAG

Student companies our experiences

**Adolf Øien upper secondary school
Trondheim - Norway**

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Most important outcome

What the students learn from working with student companies

Depending on their qualifications, talents, knowledge, drive, dedication



Student companies offered to

- Vocational students, test-business year 1, real business year 2
- General studies with entrepreneurship, as a theoretical project in year 1, real business year 2
- Different approach due to the student's theoretical background



Deadlines for student businesses during school year

Deadlines are crucial:

- The Adolf Øien student business fair in December
- Compete in different areas like:
 - Best business plan
 - Best business idea
 - Best logo
 - Best brochure
 - Best stand
 - Best homepage
 - Etc
- The best companies will February/March be representing the school at County fair arranged by JA-YE



Student company - vocational

Our programme "Sales, service and security" have no "products" to offer

- Teachers may use some time, working crosscurricular in the creative process to come up with business ideas
- As the students have little theoretical background for business, they need more time to start
- The companies' business plan will be evaluated in programme subjects
 - Ex. Budget, calculation, account
 - Still a way to go to include Norwegian composition and language
- Participate in Adolf Øien student business fair in year 1 and 2



Student company – General studies with entrepreneurship

- Read "Entrepreneurship and business development" 5 lessons per week 1. year
 - Project "To create a simulated business"
 - Coming up with potential ideas (2 x 2 lessons) – creative process – different creative techniques – an open process, no secrets
 - Teacher counsellor på ideas while tested
 - No critical approach here – realism comes soon enough
- Many students develop their "real" idea for business here, to start up for real next year
- Class excursion to National JA-YE fair to experience expected level to be among the best



General studies with entrepreneurship year 2

- Theoretical platform established in year 1
- Teacher's focus to begin with is helping the most insecure to come up with their ideas
- Later on teacher have to focus on the most promising companies because of the complexity of their ideas
- Next step for students is to develop their business ideas and present to class
- The businesses organises themselves
 - mini course (20 min) – how to organise and register the company formally thorough YE' website,
 - formal agreement with responsible teacher,
 - recit for registration fee
 - Business capital registered; NOK 200 per member, ev. sleeping partners (NOK 100 each – sponsors added later)
 - establish statutes, possible to let parts of the surplus go to charity



Continued

- Teacher leave the students to themselves to work on their business plan – and proceeds to other subjects from curriculum such as internationalisation

- Business plan – deadline one week ahead of Adolf Øien business fair:
 - Business idea
 - Organisation
 - Market analysis/market survey
 - Market plan – product, price, distribution, personnel, communication, placement etc
 - Market goals
 - Budget – economy

- Establish the business

- Run the business – production

- Close down the business



Continued

- How to evaluate a student company?
 - Business plan is important – due to competence aims in curriculum
- We cannot forget that the curriculum have to be followed in the daily education.
- Classes with student company work is planned over the year, most at the start and while preparing for fairs, fewer in between.



Experiences:

- Student learn a lot – both from successes and fiascos
- Many students work hundreds of hours in addition to work at school
- Students look forward to start their companies
- Students establish their own network in business
- Flexibility from teachers and school is important
 - Students may have external meeting during important lessons
 - Students are expected to be responsible for catching up on plans for school work when out of school
- Good planning is necessary (half-year plan – dynamical)
- Some teachers are stressed by giving away control