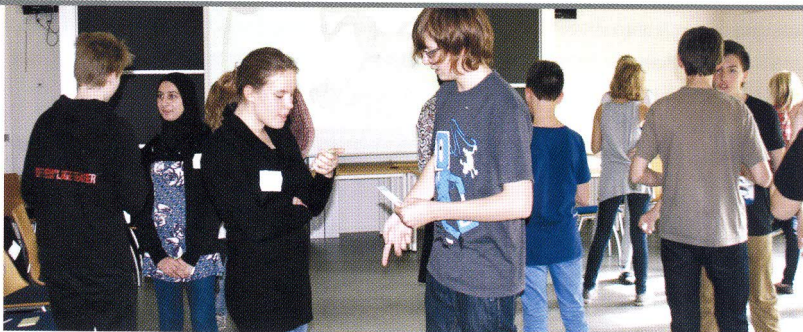




Promoting entrepreneurship in schools:

Skipper Clement School in Aalborg as pioneer



This year in August the International Department at Skipper Clement School in Aalborg started a pilot project that has the overall aim to provide students with the opportunity to have a first-hand experience of entrepreneurship, primarily:

- (i) to promote the development of skills & attitudes relevant to entrepreneurship,
- (ii) to raise students' awareness of self-employment as a career option, and
- (iii) to provide the business skills that are needed in order to start a new venture.

The project is based on an effective methodology for spreading entrepreneurial mindsets, as it is based on learning through direct experience of entrepreneurship. Student-run companies from different countries engage in REAL international trade activity using ICTs & foreign languages to communicate with each other.

Throughout the project students will: start-up the company and design a good corporate image; organize the team, define tasks and share responsibilities; communicate with their partner school (mail, Facebook, web, blogs); seek sources of funding; design a catalogue of products; negotiate, deliver and receive orders; sell imports; and analyze results and close the company.

Since they started in August, the students had already the opportunity to integrate basic business concepts and start-up procedures while developing teamwork, communication and decision-making skills. For example, they had lectures/training on logo design, organizational chart development, mission and company goals development, and drafting articles of association.

Recently, at the end of September the students had a workshop at AAU on creativity, specifically its foundations, problem formulation and problem solving, team role in creativity, and identifying viable business ideas. In October the students will pair with another school either from EU or America, with whom they will exchange (export/import) their products and will engage in selling them locally - an activity planned to take place in May-June 2012.

This EJE project was originally designed and implemented by Valnalon, a government-funded agency located in Asturias (Spain) having the mission to create the conditions for a more enterprising society.

The project was 'imported' to Denmark by Romeo V. Turcan, Associate Professor at IVØ/Centre for International Business Education and Research. Romeo pitched the idea to Jenny Rohd-Thomsen, the Head of Skipper Clement School International Department, as well as to Nanna Tribler and Jacob Knudsen, both from SEA - all three supporting the idea.

Jacob Knudsen is the project coordinator, and Jenny Rohd-Thomsen is the academic project manager. The project is supported, among others, by Udvind Vækst.

Information on:

- Valnalon, www.valnaloneduca.com/eje/; contact person: Iván Diego, ivan@valnalon.com
- IVØ, www.ivo.aau.dk
- SEA, www.sea.aau.dk
- Udvind Vækst, www.udvindvaekst.dk