

How do the Finnish students learn about the entrepreneurship in a business college?

In the business college of Hyria Education the **entrepreneurship** is taught as a separate subject in two different courses. The first course is during the first period of the **first school year** (3 study weeks meaning 120 hours of work for the students). It includes various topics e.g. such as marketing and accounting, which are perhaps the most important things when you start running a company. We also discuss a lot of **inner entrepreneurship** (you have to be active, responsible, initiative taking and hard working also at school or in any work).

The students make business plans in groups of 2-3 students. The contents of the business plan of the Finnish students are such as:

1. Basic information (company name, founders etc.)
2. Business idea (product, customers, resources, image)
3. Marketing
4. Financing and profitability
5. Risks
6. Analysis of the environment (demand, competition, economical situation, political matters etc.)
7. SWOT analysis
8. Development

During the last year, i.e. the **third school year** the students work in **virtual companies**. They start companies in new groups and run the company during one period, which means 8 weeks. All companies have a tutor company, which also takes part in the evaluation and students can also visit the companies. In virtual companies the students also organize all kinds of events, e.g. Open Door events, Trade Fairs in our school or in some other Hyria schools. We have also taken part in international Practice Company Trade Fairs.

Currently we are also running an EU financed project called **StudeCo**. The aim of the project is to increase entrepreneurship already during the studies and in all the vocational fields (catering, hair dressing, industrial fields etc.).

On the whole we can say that in our school (business college) **all the subjects** aim to support, at least to some extent, the entrepreneurship: marketing, accounting, budgeting, languages, mathematics, even sports etc.

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