

Developing student enterprise in the county of Pärnu

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1992 – economy studies (Junior Achievement - JAAF) in Estonia

1995 – Pärnu Raeküla secondary school

Sindi Secondary school

Pärnu Ülejõe Secondary school etc.

- the theory on economy - basic concepts and ja relations for creating the basis for the applied economy science.

- a person who knows about economy knows why things happen, for a person who doesn't know about economy things just happen.

ABC of economy

- the aim of JAAF-i study materials is to teach the basics in the level which is essential for an average citizen and doing it through practice and simple materials.

- materials about how to cope with our everyday life

Practice:

Business plans

- market research**
- compilation**
- finalization**
- defence**

Practice:

**The job shadow day
an insight to the "real work"**

Aims:

- to rise interest towards business and economy;
 - to help to see the connection between the education and the future career options;
 - to enable to experience the real work environment;
 - to help to create contacts with the environment of enterprise;
 - to produce confidence in the career choices.
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**What kind of jobs have been available for the "shadows"?
From hairdressers to prime minister...**

Practice:

Student enterprise

- creation of the enterprise
 - products or services
 - selling
 - book-keeping
 - administration
 - reporting
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The best way to study economy and business is to:

- give it a try
(the student firms)
 - see yourself
(the job shadow day)
 - draw the conclusions
(the seminars, the class discussions)
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Epp Vodja (the manager of the JAAF) has said, "Europe has changed the direction of the education of enterprise last years: European Commission has announced that entrepreneurship one of the eight basic skills one have to acquire at school. It is more and more usual to include economy studies in the curriculum.

Thank you!