

Best practices IO3

GENERAL CONTEXT

Short description of the practice (origin, location, starting date, total of trainees trained...)

The “Osons l’entrepreneuriat” scheme is a didactical training path launched in 2015 by the academy of bordeaux in collaboration with IRGO laboratory, a research department of the University of Bordeaux.

This scheme aims at allowing students from secondary and higher education schools of Bordeaux and its suburbs to get used to the idea of entrepreneurship and widely disseminate the culture of entrepreneurship among secondary schools. It has been thought in agreement to the learning objectives of the schools and can be organised during the classes through the “Economic and professional world” with an interdisciplinary approach “Parcours avenir”

The practical version called “Let’s create together” allows the students of secondary schools to participate in a contest by simulating the creation of an innovative business with a local dimension thanks to a combined training path led by mentors (confirmed entrepreneurs) and teachers.

Dedicated tools proposed by the GRP Lab, an online platform available since 2016, are available for teachers and allow free access to several resources (in French and English) aimed at implementing a Business model : videos, storytellers, testimonies from entrepreneurs and startups.

In 2015 more than 500 students attended this contest.

Organization in charge of the implementation (name, status, location...)

Rectorat de l’Académie de Bordeaux

Dominique Tack - Ingénieur pour l’Ecole où il porte le projet « Osez l’Entrepreneuriat »

IRGO research Laboratory Institut de Recherche en Gestion des organisations

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Target group (age, gender, status of the trainees/youth...)?

The target group here are the students from the secondary schools of the area, aged from 15 to 18 years old as an average.

THE TRAINING PATH

What are the learning objectives? (Knowledge/ technical skills/ soft skills)

Please add an overview of the course offer

Show that entrepreneurship is a viable option that students can reasonably choose, whether by becoming themselves entrepreneurs or by taking initiatives for their employers. Generate motivation to become entrepreneurs.

become convincing when introducing themselves and their ideas (storytelling, synthesis)

5 classes sessions are foreseen. The 4 first classes are aimed at giving a visibility about concepts and a method to initiate and develop a business

During the last class sessions, students have to introduce an elevator pitch in 3 minutes, about Generate value, than once this pitch is validated by the jury they can follow up the process by presenting a Business model in 10 mn with 10 slides one month later with the 3 dimensions of the GRP Business model

- Generation (production model)
- Rémunération (Economic model)
- Sharing (partnership model)

What is the structure of the courses?

Number of hours:

24h

Online/onsite sessions:

There are only onsite sessions.

Individual/collective sessions n° of learners per session

Only collective sessions are available with all the class divided into small groups

Flexible / fixed timetable,

There is a fixed timetable, that can be in the morning, afternoon or night.

Compulsory/optional sessions (Is the trainee allowed to choose specific modules?)

All the sessions are compulsory.

Rhythm

24h divided on 5 half days during school time

Assessment methods:

Is there a Pre assessment (at the beginning of the training path)?

There is no pre assessment since all students are involved no matter if they want to.

Is there a Final assessment (at the end of the training path)?

A first step evaluation done by the teachers and the businesses according to a grid on 1 elevator pitch of 3 minutes.

A second step evaluation if selected, the students can apply to a contest with other schools

The assessment of the businesses is done under the concept of Business Model GRP:

a project have to

- Generate value (otherwise nobody wants it),
- Generate Remuneration (otherwise it won't be sustainable)
- Have to be done in partnership (according to a win win relation)

1 presentation of the BM 10 minutes + 10 slides

Results, impact for the target group and the organization in charge?

Increase the use of digital tools at school
Promote interdisciplinary approach at school
Promote pedagogical innovation at school
Focus on ethical entrepreneurship among students
Increase students motivation and autonomy
Commit students on a project by making them responsible and actors of their project
Give students a knowledge of labour market codes
Support students on their future orientations
Facilitate the future labour integration.

Human Resources required to lead the training path sessions? (How many people/hours, position (teachers/professionals?)

Teachers will make the link with their disciplines
staff from entreprises take part on the assessment
Students from University of Bordeaux will give a support to the trainees, on the project BM

Didactical Resources available for the mentor/teacher (online link, text, video...)?

<http://grp-lab.com/videos-pedagogiques/> - Videos

<http://grp-lab.com/category/teaching/mallettes-pedagogiques/> - Free access of part of the materials

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Website:

<https://eyee.eu/>