

# Youth Entrepreneurship Working Group. Presentation in Entrepreneurship Education Conference

On 21<sup>st</sup> of January 2012 the Youth employment Network and the working group of entrepreneurship had the opportunity to present the work that has been done so far in the Entrepreneurship Education conference in Seinajoki Arena (Finland). SEDU Vocational Education Centre ([www.sedu.fi](http://www.sedu.fi)) had the responsibility of the conference organization and it was a great success with more than 300 participants.

Dr Anastasios Vasiliadis as a member of the Entrepreneurship Working Group had the opportunity to present several primary and secondary findings from the research that was conducted during the period of the project materialization.

Moreover he presented basic indicators about youth entrepreneurship and unemployment and some programs that can be recognized as best practices for the enhancement of the entrepreneurship.



**ENTREPRENEURSHIP EDUCATION 2012**

*from idea to diamond*



A significant element of the presentation was the Youth Entrepreneur Profile. It was developed as a part of the entrepreneurship baseline study, aiming to develop the path for youth entrepreneurship. The profile was developed according to Caird (1992) suggestions and the job function analysis. This method involves the analysis the profile in Functions, Activities and Tasks, and for each activity different learning outcomes are proposed (Knowledge, skills and competences). The base for the development of the youth entrepreneur profile was the extensive literature review

and two workshops with international participation in which the outline was proposed to experts and peer reviews took place. The proposed Youth Entrepreneur Profile is presented in the below table.

<b>Functions</b>	<b>Activities</b>	<b>Tasks</b>
<b>1. The entrepreneurial idea recognition</b>	<b>1.1. Opportunity and recognition evaluation</b>	1.1.1. Identify and evaluate entrepreneurial opportunities 1.1.2. Time management 1.1.3. Risk Management

<b>and evaluation</b>		
<b>2. Start up an enterprise</b>	<b>2.1. Creation of a business plan</b>	2.1.1. Create a business plan 2.1.2. Market analysis and research
	<b>2.2. Funding scheme and placement</b>	2.2.1. Finding and choosing funding means 2.2.2. Financial analysis 2.2.3. Choosing places and equipment
	<b>2.3. Financial issues</b>	2.3.1. Monitoring financial flows 2.3.2. Financial analysis
<b>3. Entrepreneurial development and success</b>	<b>3.1. Management</b>	3.1.1. Business development and success 3.1.2. Leadership and Human Resources management 3.1.3. Time management 3.1.4. Risk Management 3.1.5. Quality management 3.1.6. Financial analysis 3.1.7. Monitoring financial flows
	<b>3.2. Marketing</b>	3.2.1. Marketing 3.2.2. Market analysis and research 3.2.3. Communication 3.2.4. Pricing 3.2.6. Advertising 3.2.7. Sales

The aim of the entrepreneurship working group was to contribute to the open dialogue for qualifications that a young person should comply with in order to start and manage successfully an entrepreneurial activity. Also, the conducted research aimed to find out what are the main problems that obstruct business start-up and development of the young entrepreneurs. The working group also measured the importance of various steps and personal characteristics needed in successful business development. From the quantitative research came up that personal characteristics, propensity towards enterprise and thorough initial preparation are important factors to successful business start-up and development by young entrepreneurs. The last ones feel the least confident while trying to cope with various administrative problems, such as monitoring financial flows, doing financial analysis, setting competitive prices. The lack of knowledge, skills and competences in the aforementioned issues aggravate competitive abilities and thus entering the entrepreneurial market. For that reason the work that has been done so far could be characterized as innovative.



For more information and comments about the Youth Entrepreneur Profile please visit the

European Youth Employment Network web site [www.youthemploymentnet.eu](http://www.youthemploymentnet.eu) or contact directly Dr. Anastasios Vasiliadis [vasiliadis.anastasios@gmail.com](mailto:vasiliadis.anastasios@gmail.com)