





University & Junior Enterprise
Real success!

***“THE 83% OF THE TOP 100 BUSINESS SCHOOLS IN
EUROPE HAVE A JUNIOR ENTERPRISE”
(FINANCIAL TIMES, 2009)***

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What is a Junior Enterprise?
What is a Junior Entrepreneur?

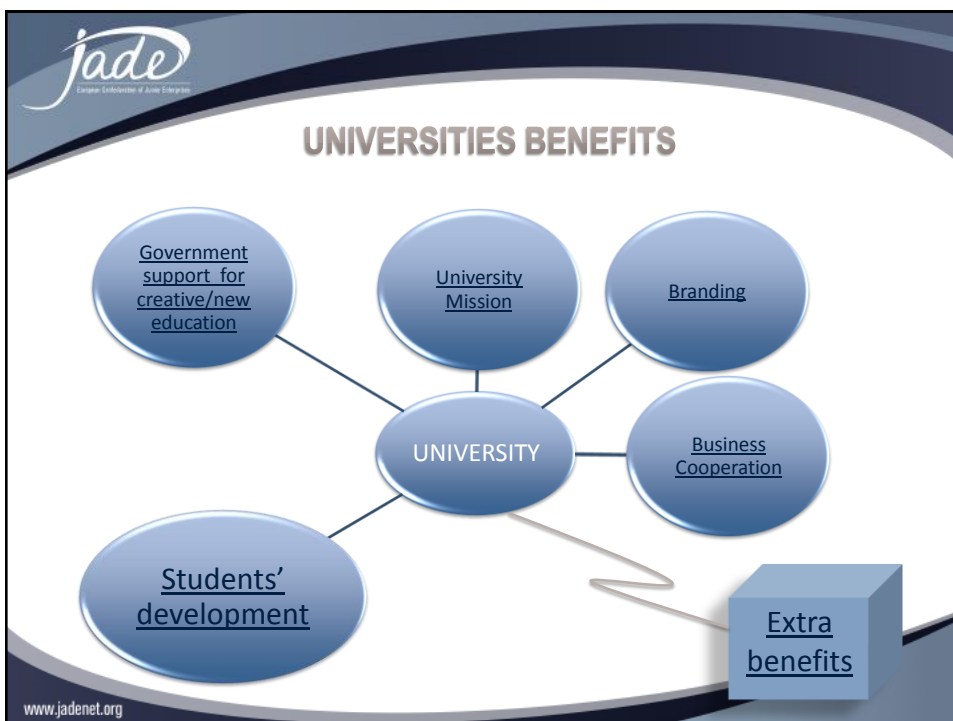


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Jade
European Confederation of Junior Enterprises

- A **Junior Enterprise** is a local non-profit organisation entirely managed by students.
- The students offer consulting services - which are usually related to their field of studies - to various firms or organisations;
- By doing professional project work on the one side and managing the Junior Enterprise as a small company on the other, they benefit unique learning opportunities and add practical experience to their theoretical skills.

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...BRANDING International Exposure



- The Junior Enterprise movement exists throughout the world:
 - 16 European countries are members of JADE, the European Confederation of Junior Enterprise
 - In South America, Brasil Júnior, the Brazilian Confederation, is present all across the country
 - Several other initiatives around the globe.
- If your Junior Enterprise is affiliated to the network, the University increases its international exposure


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...BRANDING International Recognition

- Junior Enterprise is an example of best practice for practical education and development under the Lisbon Strategy: governing strategy of EU in 2000-2010.
- "Facilitate the development of Junior Enterprises" is a key priority for Education and Youth Framework of EU2020 – governing strategy of EU in 2010-2020.
- JADE is a best practice of an intermediary organisation that brings universities and businesses together under EU Oslo Agenda for Entrepreneurship Education.
- JADE is in the Steering Board of UNESCO Youth Committee for Higher Education.
- JADE is a stakeholder consultant for World Bank, World Economic Forum and EU.
- JADE has good relations with the European Commission.


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 **...BRANDING**
International students

- Successful JEs add to the image of their universities and help to attract ambitious and entrepreneurial students from abroad.
- The Junior-Entrepreneur can also gain international experience thanks to the international nature of the Junior Enterprise Network.




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 **STUDENTS' DEVELOPMENT**

Employability of students

- The JE's allow the student to acquire practical and professional experience while in University.
- It is proven that participation in a JE dramatically improves a student's career perspectives. **60% find work before ending their studies.**
- Alumni have a significantly better career start after university and continue to develop more successfully in the long-term than their peer average without JE experience.
- **21% of the Junior Entrepreneurs end up starting their own business within the first 3 years after graduation. (EU average 4-8 %)**



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BUSINESS COOPERATION

Exposure to business community

- The Junior Enterprises/Confederations usually have important business partners, locally around the university but also large multinationals.
- This is important and interesting for the University to tie closer links with the business world

Knowledge resources

- The Junior Enterprises/Confederations also have knowledge partners, which increases the applicability of students' theoretical learning.

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...EXTRA BENEFITS

Student's commitment to University life

- They are used to having contact with the teachers as the later can help with specific training or even in projects.

Practice of Corporate Social Responsibility

- Junior-Entrepreneurs manage the Junior Enterprises as volunteers.

Developing SME

- JEs offer cost-efficient projects to small and medium-sized enterprises which helps developing of the local economy

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