



# EUD

## Children's Economic University Entrepreneurship for the youngest



### I. ASSUMPTIONS AND OBJECTIVES

Children's Economic University (EUD) is a new program of economic education, initiated and run by the Foundation for the Promotion and Accreditation of Economic Education in cooperation with the Warsaw School of Economics (SGH). The offer is addressed to children aged 11-13, pupils of the 5<sup>th</sup> and 6<sup>th</sup> grades of elementary schools. The University has been functioning since 1<sup>st</sup> April 2008. Participation is free of charge.

#### Assumptions of the Program:

- EUD is an *edutainment* event, which means that its basic assumption is to teach through entertainment.
- EUD operates under the semester system. Each semester, six interesting meetings on economics are organized (each meeting is devoted to one different theme of economics and management).
- The program is focused on issues of management, economics, marketing, economic history, psychology of business, ethics. The organizers do their best so that the level of difficulty of the lectures was adjusted to the age of participants and that the language was intelligible for them. Simplicity of the content is reinforced by different types of multimedia visualizations.
- The Warsaw School of Economics is the host of the meetings. Maximum number of participants is set at 150 each semester.
- The lectures are carried out by SGH's academic lecturers, Foundation's experts and external specialists.
- The meetings last 90 minutes. They are very interactive – they compose of a lecture and a group workshop. The final element, which summarizes the meeting is a public presentation of teamwork results with a lecturer's commentary.
- Each EUD student has a student's registration book. Every time participation in the meeting is confirmed by the registration in the book.
- Participation in 4 out of 6 meetings is required for graduation. Students who participate in all six meetings receive a diploma with distinction.
- At the end of each semester willing students take the final exam. The student who obtains the highest number of points receives a special distinction and

- a valuable prize – a notebook. In addition, students who obtain high results receive gifts.
- Parents are also invited to lectures, which were prepared according to their needs. The lectures concern issues such as conflicts solving, upbringing, shaping attitudes.
- After each meeting, educational materials, video report and photo gallery are published on the University's website. The gallery contains not only photos of participants but also of their teamwork results.

#### The aims of Children's Economic University:

- Promoting entrepreneurial attitudes and behaviors among the youngest;
- Developing the ability of independent thinking, making decisions, conscious planning and consistent realization of established targets and flexibility in acting;
- Encouraging children to develop themselves, developing the ability of self-learning additional knowledge as well as of effective time management;
- Shaping the ability of logic thinking, creative problem solving, effective communication, teamwork;
- Developing the ability to transfer knowledge into practical skills;
- Preparing the youngest for making right choices through the process of making them aware of the need of implementing ethics both into private life and work;
- Promoting the economic education, encouraging the youngest to take closer interest in economic issues.

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### II. UNIVERSITY MEETINGS

#### Classes for children

**Lectures**  
Each semester, the curriculum is constructed in such a way to make it possible for children to get to know the most basic ideas of economics and management. So, what can one learn during EUD meetings? Many interesting things! Some of the questions asked by children are: *what does it mean to be a leader?; what does it mean to be an entrepreneur?; how to learn faster?; what is a brainstorm?; how does an advertisement convince people?; where does the money come from?; what is the privatization of public sector?; is there an ideal money?; what is a stock exchange?; what psychological traps are waiting for investors?; what are shares?; do products live?; how to train the brain?; can we manage our time?; is education valuable?*

#### Workshops

Each lecture is related to workshop classes, during which students, in smaller groups, deal with tasks prepared by an instructor. Students are offered help by group moderators – the students of economics and psychology majors. Practical classes of the Children's Economic University are most of all fun. Their participants play, try to acts as businessmen, stock investors, managers or marketing specialists.

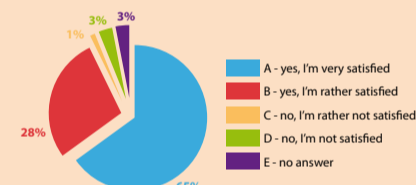
#### Classes for students' parents and caretakers

The organization of simultaneous classes for students' parents and caretakers was motivated not only by the need of filling their time waiting for children, but also by the willingness to point their attention to important issues, which are though often overlooked in upbringing.

One of them is undoubtedly the need for economic education and shaping entrepreneurial attitudes among children through proper fostering interaction. Among other interesting and important issues discussed during the meetings there are following questions: *how to teach a child spending money reasonably?; how to bring up children in the era of internet and technology that surrounds us?; how to nurture child's ethic sensitivity?; how to support children in learning?; what role in the process of shaping assertive attitudes of a child is played by the parent?; whether and how is it possible to foster child's ability of creative thinking?; how can parents help children in discovering their interests?*

#### Opinions

At the end of each semester evaluation questionnaires are being carried out among children and parents. The results of evaluation carried out after the second and the third edition of the Program, as long as opinions of lecturers, parents and children show a very positive reaction on the lectures and their effectiveness. Below we present the chart of answers of the second edition's students on the question whether they are satisfied with the participation in the lectures (number of questionnaires – 111):



### III. NEXT STEP: THE ACADEMY

#### Program for junior high school students: Academy of Young Economist



**Academy of Young Economist (AME)** is a program of economic education for junior high school students. Its organizers are: the Foundation for the Promotion and Accreditation of Economic Education and the Warsaw School of Economics. The Academy was initiated

on September 2008 for children who graduated from the Children's Economic University and – because of graduation from primary school – could not continue their participation in lectures at EUD. The AME lectures are organized for groups of 60 students and are of seminar type.

The Academy operates under the system similar to that of EUD. One semester is a cycle of six meetings on economics and management. Each meeting lasts 90 minutes and consists of a lecture, a workshop and a seminar discussion. The lectures are led by SGH's lecturers and the Foundation's experts. The organization of workshops is supported by economy and psychology students

who are team leaders. After each meeting, educational materials, video report and photo gallery are published on the Academy's website. The gallery contains not only photos of participants but also of their teamwork results. It should be added that parents and caretakers – just like in case of EUD – participate in lectures on upbringing and shaping attitudes.

Graduation from the Academy and obtaining a diploma is possible after the participation in minimum 4 out of 6 meetings in the semester. Students who had participated in all meetings receive a diploma with distinction. In addition, at the end of each semester willing students take the final test. The student who achieves the highest score is awarded a valuable material prize. In addition, students who achieved high scores are awarded gifts.

Among the topics of the first edition of Academy it is worth to mention: *Marketing and public relations – how do organizations communicate with their environment?; Special economic zones; Risk management; Fast learning techniques; Conflict management; Crisis management.* As much as 97% of participants of the first edition stated that they are satisfied with the participation in the Program.

[www.gimiversity.pl](http://www.gimiversity.pl)



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