University & Junior Enterprise
Real success!

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

What is a Junior Enterprise?
What is a Junior Entrepreneur?
- 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.
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

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.
...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.

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 %)
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.

...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