

A ONE-YEAR BUSINESS PROGRAMME FOR STUDENTS

- 1** Build the Talent Pool
of Tomorrow
- 2** Demonstrate Corporate
Social Responsibility
- 3** Unleash the Entrepreneurial
Spirit of the Youth
- 4** Promote your Company and
Industry
- 5** Expand your Business
Network



YOUNG INNOVATORS

AN ANGLO-GERMAN
EDUCATION INITIATIVE

CORPORATE BROCHURE

A BRIDGE BETWEEN BUSINESS AND SCHOOL

Business is the engine of our world and early understanding of economic relationships is becoming increasingly important in our fast-moving and networked world. With the Young Innovators education initiative, Anglo-German Education is bridging the gap between business and school. Jointly developed with teachers and business leaders, Anglo-German Education has joined forces with local and multinational companies and universities so that they may share their knowledge and experience with participating students. Anglo-German's Young Innovators creates a foundational, first-hand understanding of the realm of business, fosters entrepreneurial spirit, and offers students the unique opportunity to start up a business of their own.

"In theory there is no difference between theory and practice. In practice there is."

STUDENTS WILL

...learn business and start-up fundamentals and soft skills

Over the course of one school year, students learn first-hand how business works, what it can do, and how we all benefit. At the same time, they also practice key skills such as teamwork, digital competence, presentation techniques, self-initiative, communication, and time management, preparing them for life after school. Stage 4 of the project, especially, awakens their entrepreneurial spirit.

...contribute practical business know-how

Business Advisors from our partner companies will support student teams over the course of one full school year. As business experts, they share their practical knowledge and experience with participating students.

...enhance their CV

By taking part in this great extracurricular activity, students will significantly strengthen their future applications to universities and employers

...work with local and international industry

Getting to know how businesses work and what is required to work for a company will, at a very early age, already prepare students for their future professional careers. Given the shortage of locally available skilled workforce, such engagement will help industry to develop a young talent pool.

...unleash the entrepreneurial spirit of their community

The youth is full of innovative energy and drive. This initiative will help to find hidden talents and our business leaders of tomorrow.

STRUCTURE OF THE PROGRAMME

THE SCHOOL YEAR IS DIVIDED UP INTO FIVE STAGES:

Stage 1

Students learn Business Fundamentals

Stage 2

Students analyse and Present an International Company to a Jury of Experts

Stage 3

Students analyse and Present a Local Company to a Jury of Experts

Stage 4

Students develop their own Business Idea

Stage 5

Country-wide Finals

Students present their Business Idea in School- and National Competitions to a Jury of Experts
The winning team will receive a phenomenal prize!

Note: Throughout the Academic Year, students will take part in mandatory and subject-specific workshops and guest lectures, given by business leaders, entrepreneurs and academics from the participating local and international universities.

THE PHILOSOPHY BEHIND IT

It has become apparent that the German Applied Sciences Model, that is, a practice-oriented study mode in which universities work closely with local industry partners and thereby develop a highly skilled work force, offers tremendous benefits to businesses everywhere. Having said this, Anglo-German Education believes that if we seek to adjust – or even overhaul – the way we teach and study, one has to start as early as possible, that is to say, at the school level. The earlier we introduce and illustrate the imperative to work with local industries and adopt a practical approach to individual skillset development, the better.

In Germany itself, cooperations between schools and businesses have become rather popular with companies and indeed will become increasingly important in the future. According to a 2010 study, 3/4 of the 1.800 companies surveyed already cooperate with schools and thus secure qualified young people for their company. Their experiences has proven to be so rewarding that almost 50% of those surveyed want to expand their commitment. For these companies, it is clear that education is not just the responsibility of the government. Indeed, an overwhelming majority of 99 percent is convinced that companies also have an obligation to better prepare students for their professional life. For most of them, the focus is on promoting professionally relevant talents among young people (IFOK, "Cooperation between schools and business: partnerships with future potential", 2010).

In light of this success, we urge you to follow the German model and become one of our sponsors!

AS A COMPANY YOU WILL...

...sponsor the initiative financially through your CSR budget

...provide designated business advisors who are willing and able to work with their designated student teams

...give guest lectures about your company, field of business and career

...be part of the jury

.....have your company displayed on our website and brochures and your promotional material distributed throughout the school year

...help to identify and develop a talent pool of future business professionals and leaders that you will be able to draw on later

...build your brand's awareness and image among young people and students

demonstrate corporal social responsibility by supporting a sustainable educational initiative that involves students and schools from all backgrounds and social classes

...become part of Anglo-German's global network of educational institutes and businesses



ANGLO-GERMAN EDUCATION

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