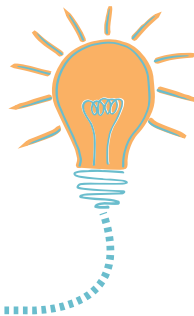


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Teaching note

TEACHING NOTE



FROM STUDENT VENTURES TO BUSINESS LEGACY: THE TROIS CENT SOIXANTE CROISSANT STORY

PROTAGONISTS:

At that time 17-year-old students—Bence, Benedek and Ákos. These young entrepreneurs were alumni of Junior Achievement Hungary, having embarked on their entrepreneurial journey at the tender age of 12. By the time they established TROSC Media Ltd., they had accumulated five years of student entrepreneurship experience.

Target Audience: High School Students (aged 14-18)

Teaching Time: 45-60 minutes

LEARNING OBJECTIVES

This case study aims to explain the entrepreneurship theory that encompasses various models and frameworks in order to help students understand:

- the path of a startup business launched with youthful enthusiasm,
- behavior, motivations, and success factors of

young entrepreneurs,

- if and how opportunity recognition, risk-taking, and innovation are important in entrepreneurship,
- the importance of leveraging existing resources, forming partnerships, and adapting to uncertainty for entrepreneurs,
- the impact of limited human resources on business operations,
- if and how shared experiences influence business decisions,
- the need to adopt the goals, expectations, the business operations to the resource constraints and current developments and opportunities,
- that running a business requires creativity, flexibility, time, energy, and perseverance.

In addition, students can also:

- Observe and understand how an experience gained during a competition can provide an idea for establishing an area of activity that can form the basis of a business, providing not only job opportunities but also joy in it.

TEACHING STRATEGY

Preparations, materials needed

Set up a space suitable for group work for 4-5 students, and provide pen and paper for each group (if available, they can also work with electronic devices), along with appropriate writing tools, and a sheet containing the case study text (or electronic version).

Lesson structure

Introduction - Work up (5 minutes):

1) Opening Question: Raise the question of whether a youthful friendship or shared past/experiences and achievements can form the basis of a successful business venture?

- Do the challenges in the business jeopardize the friendship?
- Would you start a business venture with a friend?
- At what age do you think it's advisable to start preparing to become an entrepreneur?

2) Display the Title of the case study and ask 1-3 title related questions, such as what do you think is the case that you are going to read about? What is legacy? How can a student venture evolve into a business legacy?

Specific about the case (10-12 minutes):

- 3) Watch the introductory video of TROSC Media Ltd.
- 4) Give the case to the 10 minutes students to read

Discussions about the story (5 minutes):

5) Briefly introduce TROSC Media Ltd. and its background. Ask the students questions related to the content of the case study, for all to get an idea of what is the story in the case.

6) Explain and clarify. Briefly talk about the theory that you want the students to learn from the case, such as characteristics of useful entrepreneur, common myths about entrepreneurs, building a team, the concept of resource limitations (human resources, finances, etc.) and their impact on the business operations.

Excercises (approximately 20 minutes):

Devide students into groups and specify which questions listed at the end of the case to focus on. They should discuss the questions in groups and plan on making a brief oral presentation of their

views/answers.

For each question, write down on the board (or use an electronic application) the main thoughts/key-words from each group, so that everyone can see what the entire class has concluded.

Start answering each question with a different group each time to avoid one group dominating the board with their answers.

THE QUESTIONS STATED AT THE AND OT THE CASE STUDY ARE;

- **Advantages of Student Entrepreneurship Experience:** What benefits did the entrepreneurs gain from their student entrepreneurship experience?
- **Revenue Model for TROSC Media Ltd:** What was their business's revenue model, and what issues were associated with it? Can those issues be resolved now, and if so, how?
- **Human Recourses Management:** What factors contributed to the shortage of human resources, and how did they address this challenge? What potential future challenges might they encounter, and how can they prepare for them?
- **Entrepreneurial Mindset:** How did TROSC's founders demonstrate an entrepreneurial mindset from a young age? What theories or concepts do you think influenced their decision-making process?
- **Junior Achievement Impact:** How did participation in Junior Achievement Hungary shape TROSC's journey? Discuss the importance of experiential learning in entrepreneurship.
- **Uniqueness:** Can you identify any unique capabilities/characteristics of the founders of TROSC Media Ltd possessed?
- **Financial Literacy:** Why is financial literacy crucial for young individuals? How can platforms like Curion.hu contribute to financial awareness?

In addition to these suggested questions you can make up your own questions to fit your needs.

CLOSING/CONCLUSION (5-10 MINUTES):

- *Discuss what would they have done differently if they were in the founder's shoes? Justify their answers!*
- *Formulate which events, in their opinion, played a key role.*

Finish with one sentence of the most important take away from this case.

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