

## **Training model for a Student Company in Bulgaria**

The technological model of training in a Student Company can be introduced by the following algorithm.

1. At the beginning of the school year, the purpose of creating a Student Company is explained. The implementation of a student company is based on the program Junior Achievement Student Company - Bulgaria. The aim is the participants in a Student company to take the challenge of putting it into practice economic environment theoretical knowledge by organizing and managing an own company.

The students fill in the questionnaires "Why I want to participate in a training company? and "Motives for participating in a Student Company".

2. The trainees are explained the main economic categories - income, cost, profit, profitability. Students complete a test to establish the entry level of knowledge.

3. A student company is established: the name and subject of the activity are chosen, the legal form is discussed - OOD or AD. They are being considered the advantages of the joint stock company. The meeting of the shareholders is held. The shareholding decisions are made by the founders. The nominal value of one share is determined. The Brainstorming method is applied. There are various discussion forms (pros and cons).

4. The organizational structure of the Student Company is determined. The responsible teacher gives a lecture on the structure of management of the joint-stock company. Departments are formed within the company. Students complete a survey of their creativity in order to determine their place in the relevant department.

5. Assistant students fill out job application documents - sociometric methods are applied. A company manager is chosen - its rights, responsibilities and obligations are determined. They are being held role-playing job application - interview.

6. The Company Statute is prepared and the files of the associates are prepared.

7. Departments are planned - a discussion is held and the method is applied of the script.

8. A marketing survey is conducted on the subject of activity of the company.

9. A business plan is developed by the associates, a SWOT analysis is made for the activity of the training company.

10. Company decisions are made about the products that the company will produce - ideas are given, the most original idea is chosen. It is organized production, select interesting materials at a lower price and get create conditions for the production of quality products. Discussed on idea-to-conversion theme and a business game. It is being implemented learning by doing.

11. The production is realized. It's taking place an advertising campaign to inform potential customers about the product through posters, flyers, promotions, advertisements in a local newspaper.

12. Organize an internal school market by arranging a booth in the high school lobby. Ideas about the design of the booth and about are discussed associates' corporate clothing. There is a discussion.