



TOY
työssäoppiminen yrittäjänä

TOY

Entrepreneurial
on-the-job-learning
–model

Sasky/Ikata
Terhi Leppä
Sari Niemimaa-
Simola

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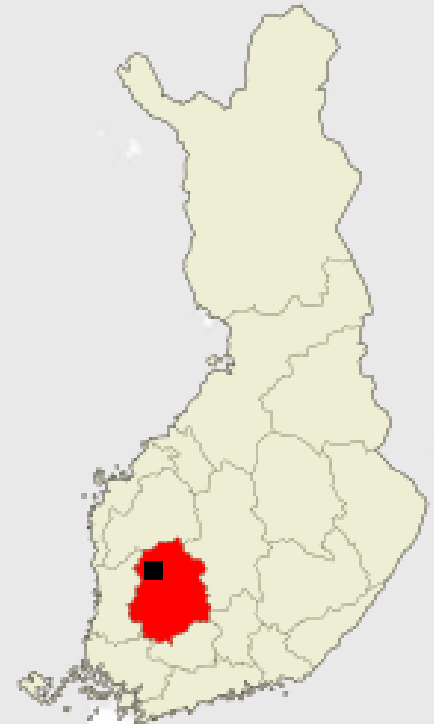


SASKY Municipal Education and Training Consortium

- **11 vocational colleges scattered around the Tampere region**
- **Around 3500 vocational students, practically all sectors**

IKATA – Ikaalinen College of Crafts and Design

- IKATA has 16 vocational fields
- 400 students from about 100 different municipalities
- 50 % of the students come from outside Tampere region
- IKATA provides education in highly specialised fields



<https://www.google.fi/maps/place/39500+Ikaalinen/@62.1734816,21.9784161,6.25z/data=!4m2!3m1!1s0x4688da654a59a119:0x76e4a5e80eb9d71e>

Special metalwork



Gunsmithing



(C) Peuralan Asepaja



Cabinet making



Furniture styling and restoration



Building restoration



Scale model making



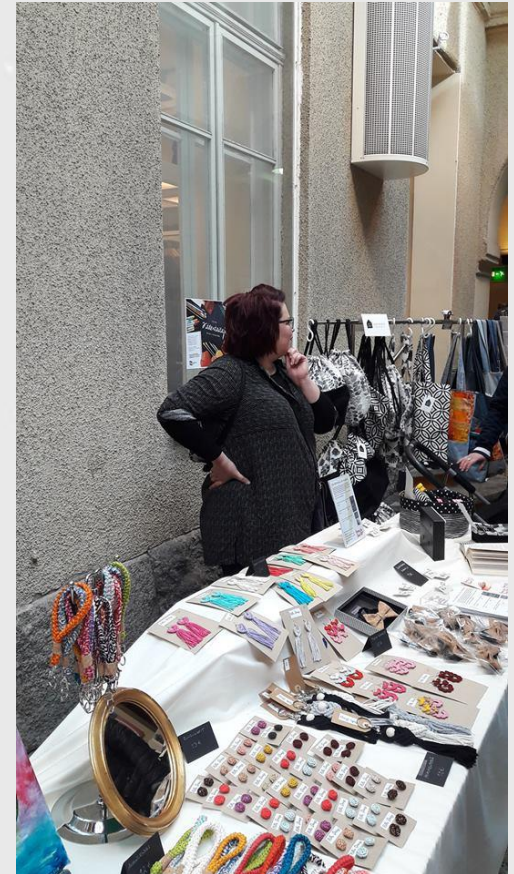
3D-printing and Modeling



Exhibition construction



Arts and crafts course instructor



Textiles



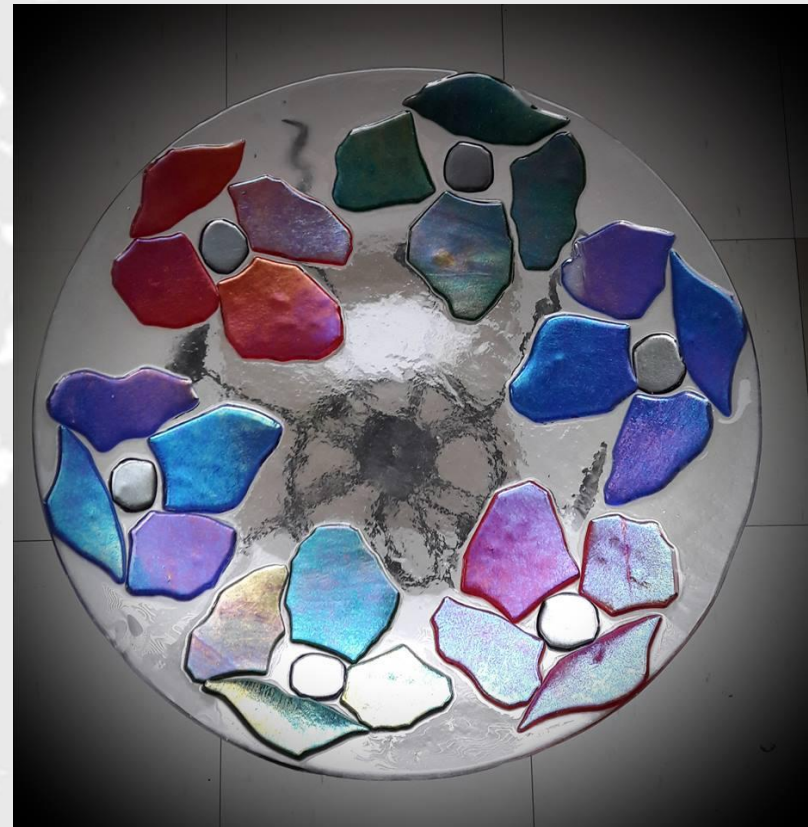
Clothing



Glassblowing



Stained glass



Glass jewellery design



Graphic design



TOY model

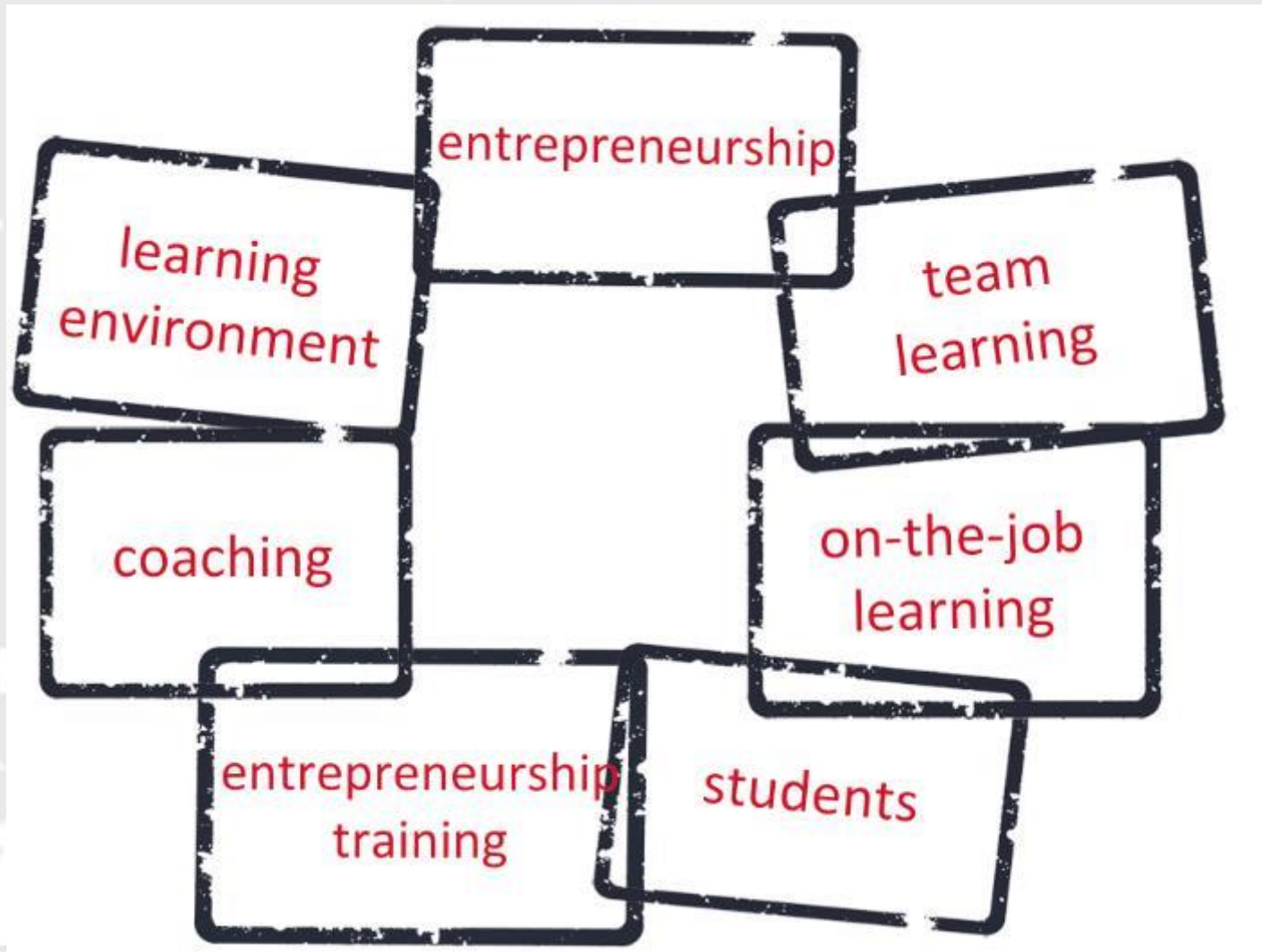
Entrepreneurial on-the-job-learning –model



TOY model

- Developed at Ikata in 2008 by Terhi Leppä
- Outcome of a national entrepreneurship education development project
- Over 20 schools use TOY
- Won the first prize in a national entrepreneurship education method competition in 2011
- Selected as one of the best entrepreneurship education methods in Europe in 2018 by ECOOPE

TOY - Corner Stones



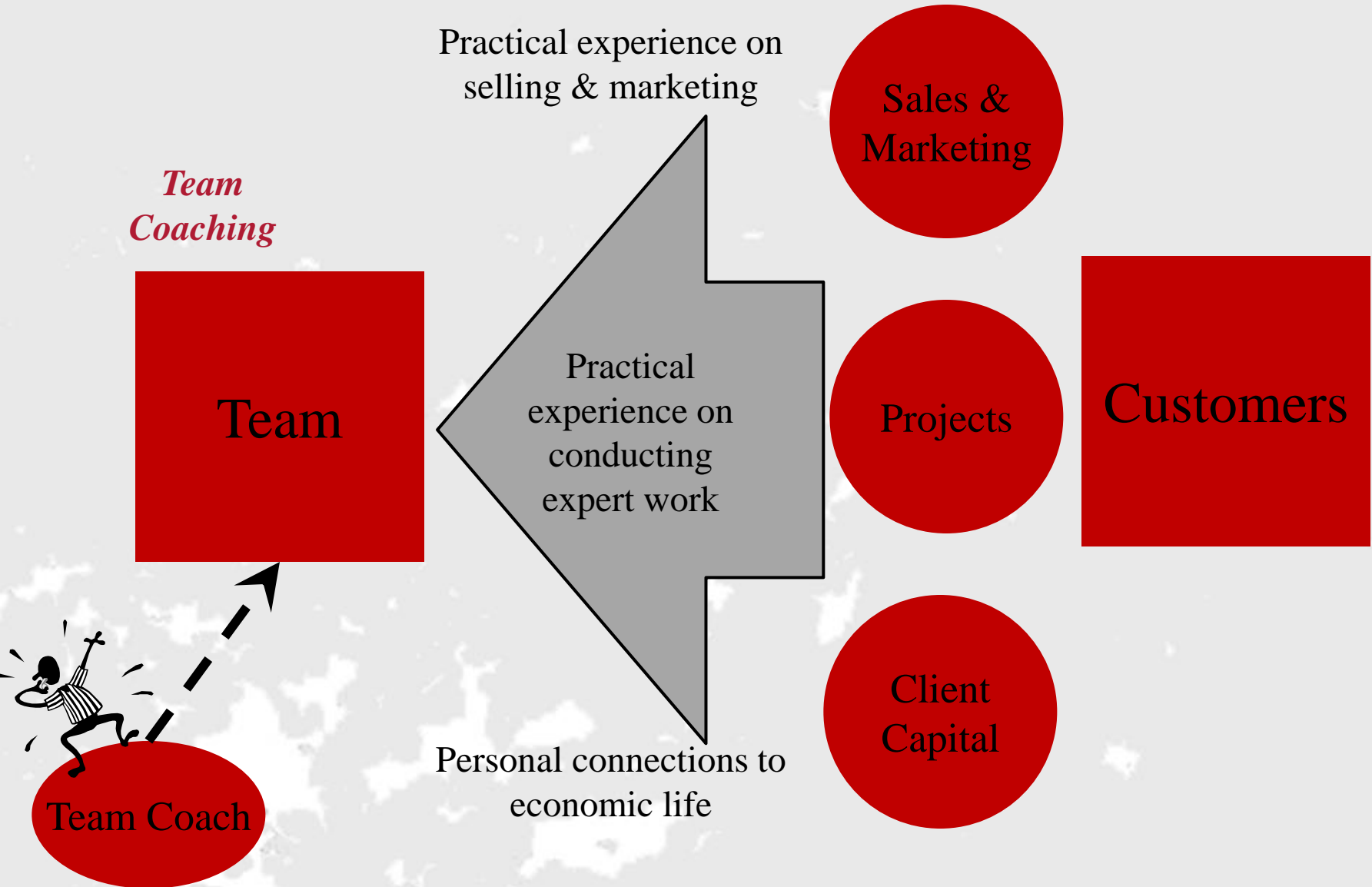
Learning in action

**Professional
learning**

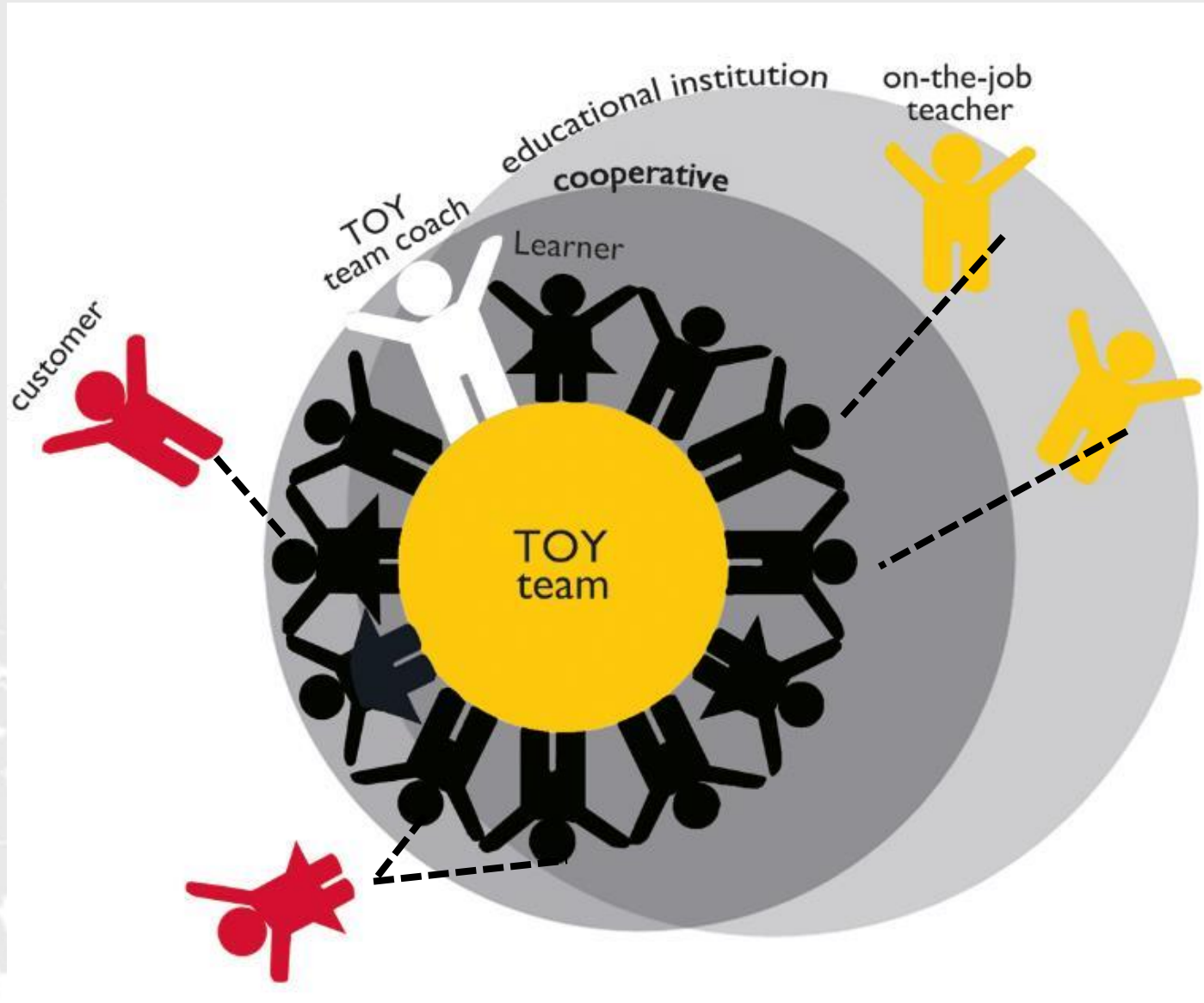
**T
O
Y**

**Entrepreneurial
learning**

Learning by Doing



TOY - model



The Most Important Things Happen *Between* the Training Sessions!



Motorola feedback

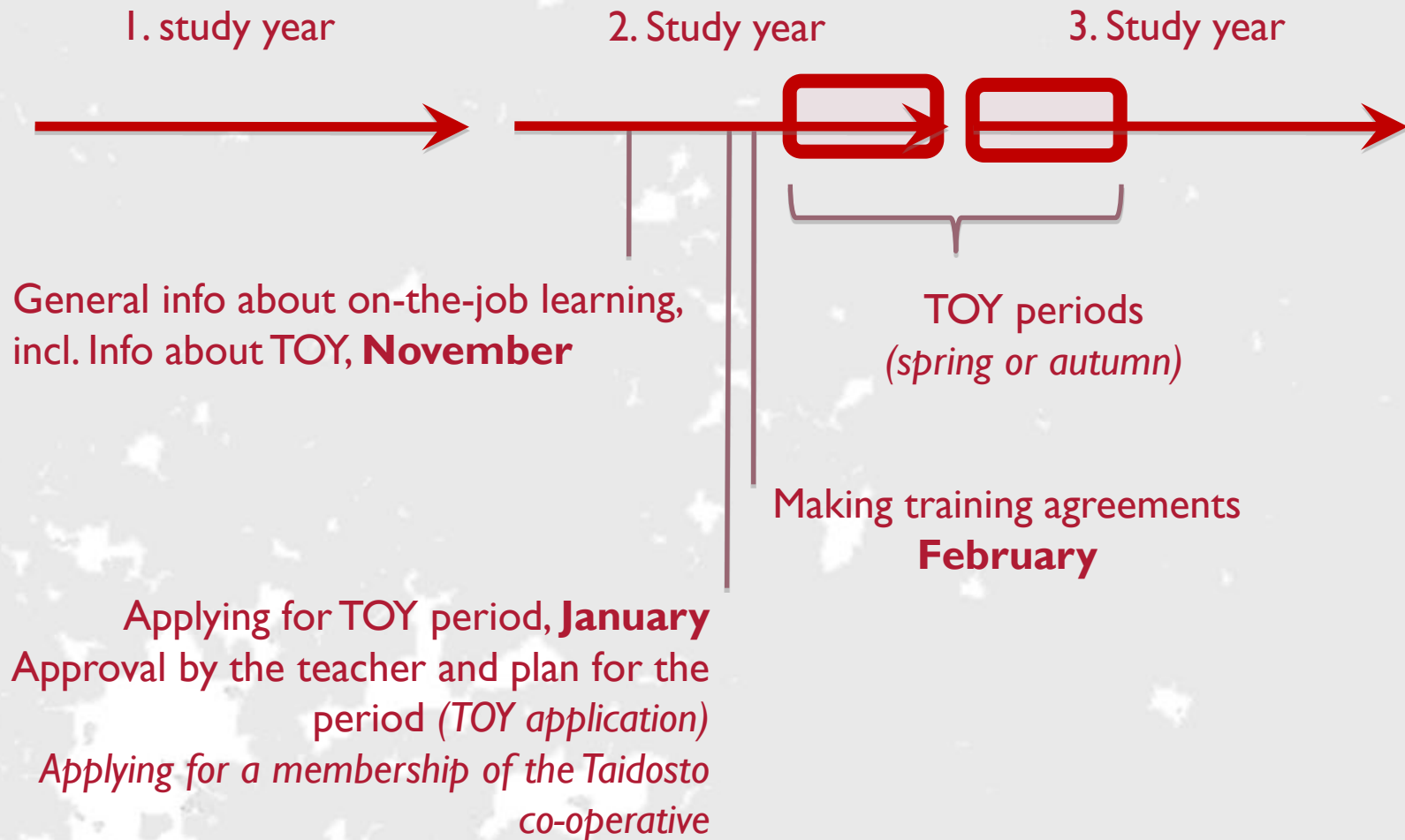
1. What went well?
2. What went wrong?
3. What did I learn?
4. What will I put into practice?

TOY model in Ikata

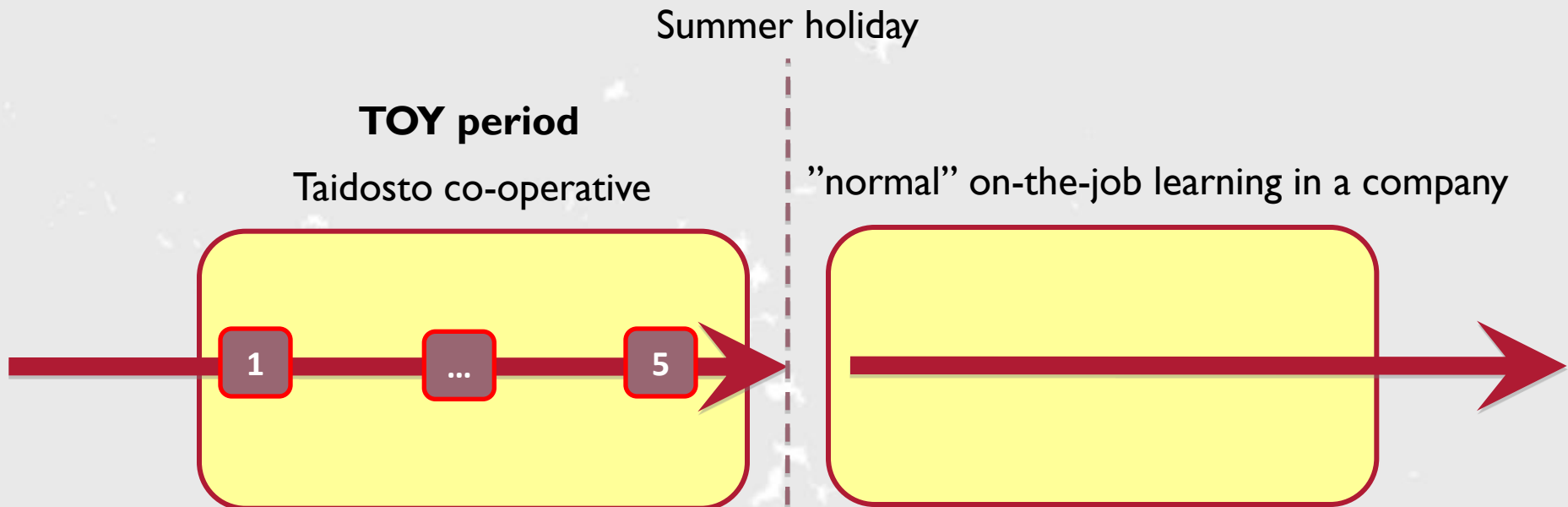
VET in Finland / Ikata

- Normal length of studies: 3 years
- Usually two on-the-job learning periods, around 24 weeks (or more)
- The students do a lot of projects for real customers anyway (but normally the school gets the money)
- At Ikata, one of the on-the-job learning periods can be made as an entrepreneur in the TOY model, the other one is made in a "normal way" in a company

Annual rhythm



TOY period, example



Integrated in the curriculum, module of 15 credits. Assessment as usual at the end of the period (competence demonstration)

Way of work:

Working as an entrepreneur in the Taidosto co-operative during the spring, making real projects for real customers, coaching days between the projects.

Training sessions

<u>Goals and self-management</u>	<u>Pricing and profitability</u>	<u>Customer perspective and networking</u>	<u>Marketing and productisation</u>
<ul style="list-style-type: none"> • Target of the day • Script - trainings and theory • Materials • Process works 	<ul style="list-style-type: none"> • Target of the day • Script - trainings and theory • Materials • Process works 	<ul style="list-style-type: none"> • Target of the day • Script - trainings and theory • Materials • Process works 	<ul style="list-style-type: none"> • Target of the day • Script - trainings and theory • Materials • Process works

Defining your own business idea and personal growth as an entrepreneur

- **competence demonstration**

Competence demonstration

- During the last coaching day
- Written and oral presentation
- Content: the students present
 - the projects they have made during the TOY period
 - their own business ideas (what- for whom-how-why) and focuses
 - the development of their thinking concerning pricing and profitability
 - Time management skills
 - Learning outcomes with respect to the plans and to the curriculum

Thank you Dziękuję Ci



Terhi Leppä
teacher, Art and Crafts
Course Instructor
TOY-model



Sari Niemimaa-Simola
lector, Clothing
TOY-coatch