



SCHOOL STUDENT ENTREPRENEURSHIP PROJECTS IN THAILAND

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Abstract

Social media has now permeated the lives of people from all walks of life. We can use our electronic devices to order any product or service online and no longer have to go to a shop and buy it. COVID -19 has led to the closure of schools and universities and the closure of businesses. As a result, the number of students in schools and universities has dropped drastically. Among the effects of the COVID -19 pandemic, a new trend seems to be emerging. Secondary school students are directly opting for a career in business. It is therefore important that entrepreneurship is included in the curriculum of secondary schools in Thailand. This paper presents a number of entrepreneurship projects in different schools in Thailand. Finally, the impact of entrepreneurship projects on high school and university curricula in Thailand is presented.

Keywords: *High School Students, Entrepreneurship Projects, Impact of COVID-19, Thailand, High School.*

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Introduction:

More than 30 years ago, when the internet or social media were not as widespread as they are today. Most people still communicated by letter. Even the entrepreneurial circle of business still relied mainly on letters. But with the development of the internet, the network has spread all over the world. Contacting commerce is quick and easy.

Therefore, social media has entered the daily lives of people in all fields (Ortiz-Ospina, 2019). There are many new professions that have emerged because of internet technology. Banking and finance have evolved in line with the changing system. Many emerging businesses are fiercely competitive. Entrepreneurs have to find new ways to succeed. With the modern internet system, many businesses no longer rely on the office. They can conduct business using only communication tools such as mobile phones and tablet computers.

There are quite a number of students who can earn money from their mobile phones. It is estimated that before the outbreak of COVID -19, up to 85% of new occupations could be created by 2030 (Lund et al., 2021). Therefore, the school system needs to change both in terms of content and methodology to meet the needs of graduates.

The crisis has led to a decline in the number of students at universities. It is a global crisis, with many universities having to close due to the lack of students (Jursanalte & Misiukaite, 2020). The important question is: what will students do after graduation to be successful in life? So many students have a new mindset. Instead of investing in university studies, they are opting directly for a career in business without wasting time. More and more students around the world are successful entrepreneurs and earn a lot of money from new and innovative businesses that are started every day. Therefore, in today's secondary schools, it is necessary to adapt the content

and teaching methods to include an entrepreneurship subject.

Teaching Entrepreneurship in High School:

In addition to advances in internet network technology, the COVID -19 crisis has affected the world, which is known as the New Normal, that everyone in the world is inevitably. It is true that everyone has to learn and adapt to this new system. at home, at work or even at school. New challenges lead to learning in a broader dimension. The new challenges lead to learning in a broader dimension, in terms of society and entrepreneurship.

Teaching entrepreneurship subjects in high schools can be different from teaching general business studies. Entrepreneurship education must not only teach how to start a new business. It must also teach the spirit of entrepreneurship. New knowledge that needs to be studied constantly, as well as different behaviors that lead to success in business.

Learning from a real business led to long-term success for students. It is not only necessary to find a way to teach entrepreneurship. It is also necessary to find a teacher who knows entrepreneurship.

Teaching entrepreneurship goes far beyond basic business topics such as marketing and accounting and requires a teaching method that focuses on both general business topics and real-life small business practices to consider and learn through activities. At the same time, learners need to practice how to solve different problems and find new opportunities that may arise from these activities.



Fig. 1 President of Thaksin University gave a lecture to the students of a Demonstration School of the University.

General business management courses often teach how to run a business successfully. In practice, a simulated business experiment may not be as successful as in the book. Experiences from failures in practice and overcoming failures are crucial in today's world. It is said that there are eight skills that will make success in 2023, namely

1. Communication Skills
2. Emotional Intelligence
3. Cognitive Flexibility
4. Decision-Making
5. Coding
6. Data Analysis
7. Cloud Computing
8. Digital Marketing

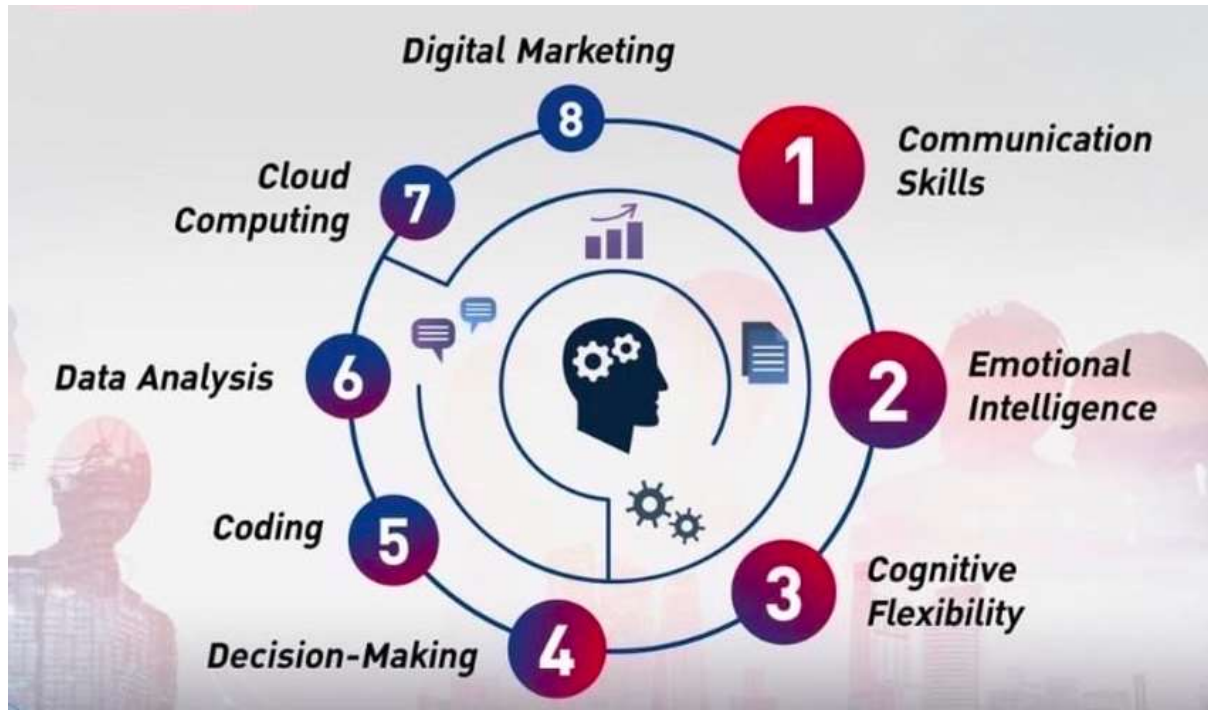


Fig. 2 Eight skills that will make success during the year 2023.

Entrepreneurship Projects in Schools in Thailand:

Because of the advances in the development of the Internet before the outbreak of COVID -19, many students were able to make money from online sales. There are both IT products that do not need to be delivered and items that need to be delivered to the recipient. There are both inanimate and live things like dogs, betta fish, etc. After the Covid 19 outbreak, there are many new professions.

There are many kinds of products we do not need to buy in the shop but can order online. This is a new and very much in demand profession. The profession of delivery man is very competitive during the quarantine because of COVID. A very sought-after profession is delivering food to households and offices.

Students, both in school and university, have joined together to do online business according to their passion and aptitude. There are many entrepreneurs in schools and universities. Running a business can bring in a lot of money for different institutions.

Examples of online businesses that students can run while studying are: Breeding betta fish, selling dog breeds by mobile phone, selling mobile phone stickers, clothes, cosmetics, etc. In many high schools, entrepreneurship courses are offered and practical projects are carried out so that students can gain practical experience that they can use in real life.

Recently, students from Thaksin University Demonstration School developed a chocolate making project. This is a science education project. But there are also plans for a small business. With the help of training by a local chocolate company. With the aim of putting scientific knowledge from the classroom into practise and gaining entrepreneurial experience.



Fig. 3 A group of students working on Chocolate Production Project



Fig. 4 Home-made Chocolate Production

Entrepreneurship Development Program for High School Students:

Phang-nga Technical University in Phang-nga Province in southern Thailand has launched a project to develop high school students' potential in entrepreneurship. Many schools from different provinces applied for the project. However, only 20 projects were selected. The students received entrepreneurship training and a grant to start a business within three to four months. The students have to bring the results to the final round to win a national entrepreneurship award.



Fig. 5 An entrepreneurial training course

The Thaksin University Demonstration School was selected to participate in the project and received funding to run the Krayasart Sangyod shop. The product is made from rice, beans, sesame seeds and sugar, but what makes it special is that it is made from Sangyod rice, a native rice of Phatthalung province where the school is located. The last competition will be held in early 2023.



Fig. 6 Production of Krayasart Sangyod



Conclusion:

Advances in the development of the internet and the outbreak of COVID-19 have changed the way of life of everyone on the planet. This is the so-called new normal, which has far-reaching implications for the whole world. In terms of life, education, culture, the economic system, especially in terms of trade, leading to many new professions. A university degree may no longer be necessary because one can be successful in life as an entrepreneur who can adapt to different situations that can change at any time (Raj, 2021).

Further Reading:

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