

TEACHERS INFO PACK FOR ENTREPRENEURSHIP

Lesson Plan – Entrepreneurship

Duration: 1h + 1h + 2h + 2h

Objectives:

- Develop soft skills
- Promote creativity skills
- Develop problem solving skills
- Help students define personal and professional goals and a strategy to achieve them
- Define entrepreneurship

Lesson structure:

Duration	Theme	Activities	Material	Participants
1h	Region's social and economic characterization	<ul style="list-style-type: none"> * Watch a presentation about the economy of the region * Discuss ideas from the presentation 	<ul style="list-style-type: none"> * Previously prepared presentation * Computer * Projector 	<ul style="list-style-type: none"> * Teacher(s) * Students
1h	Define entrepreneurship	<ul style="list-style-type: none"> * Brainstorm * Take notes * Discussion of ideas/questions 	<ul style="list-style-type: none"> * Notebook * Black/ white board 	<ul style="list-style-type: none"> * Teacher(s) * Students
		<ul style="list-style-type: none"> * Search definition * Take notes * Compare students' definitions 	<ul style="list-style-type: none"> * Dictionary * Smartphone/ computer/ tablet * Internet * Notebook * Black/ white board 	
	Entrepreneurship by entrepreneurs	<ul style="list-style-type: none"> * Watch interviews with local entrepreneurs 	<ul style="list-style-type: none"> * Projector * Computer * Interviews previously prepared in the EEE Project 	

2h	How to become an entrepreneur?	<ul style="list-style-type: none"> * Discuss and compare ideas * Watch interviews with public institutions that provide support to entrepreneurs (such as job agencies)¹ 	<ul style="list-style-type: none"> * Notebook * Computer/ smartphone/ tablet * Internet access * Projector 	<ul style="list-style-type: none"> * Teacher(s) * Students
2h	Business ideas – creating a business plan	<ul style="list-style-type: none"> * Select a business idea- in groups of 3 to 4 students² * Create a business plan³ * Present the group's ideas to the classmates 	<ul style="list-style-type: none"> * Business plan * Pictures (optional) * Notebook/ computer/ smartphone... 	<ul style="list-style-type: none"> * Teacher(s) * Students

- **Observation:** Every school may adapt the lesson plan according to its needs.



¹ Interviews previously prepared

² Some pictures may be provided to help students (wood, cork, recycled plastic, old tires...)

³ Business Plan previously prepared

SUPPORT MATERIAL:

Presentation on the economy of the Azores region:

https://prezi.com/djfx75mdscdm/copy-of-copy-of-entrepreneurship-and-employment-in-europe-2018-2020/?utm_campaign=share&utm_medium=copy (Terceira- Portugal)

Queijo Vaquinha, how to start a business - New and older entrepreneur:

[\(25\) Team Portugal - Interviews - EEE Project - YouTube](#)

How to start an enterprise in Portugal:

[\(25\) EEE Project - How to start a business in Terceira - YouTube](#)

Successful Entrepreneur in Sweden:

[Platiumcars intervju 2019 - YouTube](#)

Economy in Italy:

<https://www.feppv.pt/wp-content/uploads/2021/03/Economia-em-Italia.pdf>

How to start a business in Italy:

<https://prezi.com/view/j3wRA9ifl7yr93TX4073>

Interview Start up Loud Lab - Italy:

[\(25\) Norrköping-Interview Start up Loud Lab - YouTube](#)

Entrepreneur in Italy:

[Erasmus EEE-2018 interview : Mr. Centazzo Valcucine - YouTube](#)

Presentation on the economy at Villarrobledo's

[Villarrobledo_economy.pptx](#)

Presentation about business in Spain:

<https://prezi.com/view/j3wRA9ifl7yr93TX4073>

Young Entrepreneur Spain:

<https://vimeo.com/337481796>

Spain older entrepreneur:

[EEE interview entrepreneur Villarrobledo on Vimeo](#)

Young entrepreneur Norway:

[ba1120cd4.pdf \(etwinning.net\)](#)

ACTIVITY PROPOSAL:

Business idea

Your business idea is crucial to how you run your company. Your business idea answers the following questions:

Target group

Whom do we wish to sell our product to? Who is the typical customer? Who uses this product? Where does the customer live and work?

The product

What do I wish to sell? A product or a service?

The need

What needs does this product meet? What needs does the customer have?

Marketing / Distribution

How will the product be sold? How will the product be marketed? Why should the customer purchase from us and only us?

In groups of 4-5, decide upon a product to sell

Come up with a brand name, a logo and a picture of the product. Make sure you answer the questions above.

You will be asked to present your product to the entire class at the end.