

GET-UP Lesson Plan for the CPD-Programme

Module 9 – Case Study Part II: How to create a business? Providing Information

- Module developed by UPIT -

Learning Outcomes: at the end of the module, the trainees will be able to:

- Create an own business and to explain entrepreneurship to the GET-UP participants with information about current trends in Europe
- Assess entrepreneurial businesses
- Advise GET-UP participants on questions of starting a business
- Explain the development of a green business plan
- Create an own individual green business plan
- Create a sales and marketing plan for the own case

Content and Instruction Method	Timing (minutes)	Materials / Equipment Required	Assessment / Evaluation
Introduction - Understanding the Case Study Power point presentation, Individual reading, Group discussions	50	<ul style="list-style-type: none"> • Power Point Presentation - slides 1-9 (Annex 1) • Case Study – printed (Annex 2) 	Trainer assesses mentally the understanding of the Case study from the quality of the questions asked by the participants
Identify key challenges faced by the entrepreneur and alternatives for addressing them Individual work, Group work, Presentation of group work	120	<ul style="list-style-type: none"> • Power Point Presentation – slide 10 (Annex 1) • Case Study – printed (Annex 2) • Case Study Question Sheet (Annex 3) • Flipchart paper/ access to laptop for each group 	The work of each group is verbally assessed by the rest of participants and by the trainer at the end of group work presentation
Development of a Green Business Plan Power point presentation, Individual work, Group work, Presentation of group work	158	<ul style="list-style-type: none"> • Power Point Presentation - slides 11-16 (Annex 1) • BMC Template (Annex 4) 	The work of each group is verbally assessed by the rest of participants and by the trainer at the end of group work presentation
Develop a Green Marketing Plan Power point presentation, Individual work, Group work, Presentation of group work	110	<ul style="list-style-type: none"> • Power Point Presentation - slides 17-24 (Annex 1) • Steps to a successful Green Marketing (Annex 5) • Marketing Mix Template (Annex 6) • Feedback on the achievements of the Training Course (the 'suitcase' exercise) • Training Course Evaluation Survey (Annex 7) 	<p>The work of each group is verbally assessed by the rest of participants and by the trainer at the end of group work presentation</p> <p>The whole training course is assessed by participants</p>