



Making Learning Fun and Ecological

Lesson: Business tools

Activity: Get to know the business tools

Lead In:
Online/Class

Duration:
40 minutes

Aim:
This activity aims to familiarize the students/
participants with business tools that are
considered essential for creating and man-
aging a social/eco-social enterprise.

Type of activity:
Interactive

Group number:
Team/individually

Recommended age: 18-29

Instructions:

For the educator:

1. Give a small presentation on PESTLE analysis and SWOT analysis (definition-key-points and key-terms).
2. Show the pictures and templates to the students and ask them to think about each category and the factors that fall in each section – you can use MIRO to write down the answers of the students/participants on a flipchart/board.
3. Discuss the answers, ask them to elaborate and give out more information.
4. Make a summary of the main points.

For the user/interested participants:

1. Follow a small presentation on PESTLE analysis (definition-key-points and key-terms).
2. See the pictures/ templates and think about each category and the factors that fall in each section – MIRO/flipchart/board: write down your answer.
3. Make a summary of the main points.

Key words:

Business tools
Enterprise
Business
Green entrepreneurship

Materials, equipment:

Paper
Pencil
Laptop

References:

https://www.mindtools.com/pages/article/newTMC_05.htm
<https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet>

Other useful sources:

<https://pestleanalysis.com/what-is-pestle-analysis/>
<https://www.analyticssteps.com/blogs/what-pestle-analysis>
<https://acquire.io/blog/business-tools/>

Annexes:

Template: Article Pestle Analysis
SWOT Analysis Worksheet

