



Module:

Social entrepreneurship and social enterprises (Including green entrepreneurship)

Lesson 13: Business tools

Activity: Get to know the business tools

Exercise: Quiz

Objectives:

- To familiarize the students with business tools that are considered essential for creating and managing a social/eco-social enterprise;
- To check the gained knowledge.



Time	Subgoal	Learning and teaching activities	Learning material, media and tool	Lead in:
Introductory part:				
15 minutes	Guide participants through most elements of business tools such as SWOT and PESTLE.	Give a small presentation on PESTLE analysis and SWOT analysis (definition-key-points and key-terms).	Article	Classroom or online platform
Activity details: Get to know the business tools				
25 minutes	Participants to gain practical experience with filling the template/ preparation of SWOT or PESTLE analysis.	Show the pictures and templates to the students and ask them to think about each category and the factors that fall in each section.	May be used a MIRO to write down the answers or a flipchart/board.	Classroom or online platform
Exercise details: Quiz				
10	To fill-in the quiz for how to pitch in order to check the knowledge.	Participants will fill-in the questions from the quiz covering information from the presentation, in order to test whether the participants have understood the concept business tools.	A4 format paper or filling in online form	Classroom or online platform