



Session 1 – Chapter 4: The Business Model and the Business Canvas Model

Module Title:	How to set up a Business!			
Session n.1	The Business Model and the Business Canvas Model			
Duration	1,5 hours			
Delivery method	Blended <input type="checkbox"/>	Face to face <input type="checkbox"/>	Online learning <input type="checkbox"/>	Distance learning (Learning Platform) <input type="checkbox"/>
		Time:	Time:	Time: 1,5 h
Notes on the choice: <i>*The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.</i>				
Learning objectives	<ul style="list-style-type: none"> • Understand the Business Model • Understand the Business Canvas Model • Understand and develop a personal Business Canvas • To develop personal creativity and entrepreneurial initiative 			
Intended learning outcomes:	<p>L01: Students will be able to identify and understand what a Business Canvas is</p> <p>L02: Students will be able to identify and understand the different steps to take in order to set up a new business</p> <p>L03: Students will be able to apply what they have learnt creating a personal Business Canvas Model</p> <p>L04: Students will be able to layout more clearly the strength and weakness of their business idea</p> <p>L05: Student will be able to break down their ideas and outline clearly the steps and actions they need to take in order to set up their business</p> <p>L06: Students will be able to keep track of the activities and update them considering possible changes and developments</p>			
Session Details:	Lesson Item:	Method(s) and instructions for trainers:		Required Resource(s):
	Introduction	<ul style="list-style-type: none"> - Brief introduction from the tutor about the purpose of the lesson. - <i>Break the ice</i> (proposed exercise) Brainstorming: what do you think a business model is? Have you ever heard of the Business Canvas model 		<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



	<p>Activity 1: Presenting the learning objectives of the course</p>	<ul style="list-style-type: none"> - Brief presentation of the objective of the session 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery) - Guide for Young Migrant Entrepreneurs (English Version) Chapter 4: How to set up a Business (The Business Model; Business Model Canvas)
	<p>Activity 2: The Business Model and the Business Model Canvas (optimal group size: 1-10)</p>	<p><i>The creation of a Business plan is one of the most important steps in order to create a new business. It is key that the participants understand well this chapter in order to provide them with the basis for their business creation. Since the topic is complex the content will be presented step by step in different sessions.</i></p> <ul style="list-style-type: none"> - The tutor will start the presentation showing a video presenting the Business Canvas. (Video title: Business Canvas in a Nutshell. Available in 5 different languages - English version https://www.youtube.com/watch?v=kPDCCHA1uzQ - Italian version https://www.youtube.com/watch?v=kgcWldqui6Y&t=1s - Turkish version https://www.youtube.com/watch?v=NCGdlhfRls0 - Arabic version https://www.youtube.com/watch?v=p82MxuaPeTs&t=2s - Romanian version https://www.youtube.com/watch?v=aHbQluAHZuo) - After the video the tutor will explain what the business model is and will break down the parts of the Business Canvas explaining in detail its content, giving examples (also visually) - Check for understanding and provide feedback. Ask questions to keep the participants awake 	



	Activity 3: Independent practice of the students	<p>At this point of the learning participants are still not ready to create their own business canvas. But in order to make them better understand this topic it is important to make them carry out an independent practice.</p> <ul style="list-style-type: none"> - (proposed activity) Ask students to take into consideration an existing business they are inspired to and make them fill in the Business Canvas scheme that will be provided (in digital or paper format). In face to face learning the students can be divided into groups but the main task will be the same. - The students will then present the canvas to the tutor and receive feedback on it. (if the activity is carried out in group all the participants can give feedback on the business idea presented by their peer) 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
	Post-Activity Discussion	<ul style="list-style-type: none"> - ask the class members questions about what they have learned throughout the session and what do they think is particularly important in the creation of the business canvas. 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
Evaluation methods	Informal and non-formal	Oral review: presentation of business canvas created	
Didactic materials	Face to face: power point presentation, printed lesson, printed worksheets for assignment(s)		
	Distance learning - Online learning: power point presentation, pdf version of the lesson, .docx worksheets for assignment(s)		
	Distance learning - Moodle - Same for the case when the course will be posted on the project Moodle platform		
In-class assignment 1:	- Students take into consideration an existing business they are inspired to and make them fill in the Business Canvas scheme that will be provided.		
Additional notes and tips for trainers			
<p>In this starting phase the students will take into consideration an existing business in order to build a business canvas. This will allow them to make the appropriate research and see, what is needed in order to create, in the following sessions their own business canvas. The evaluation of the tutor is very important in this step because it will allow them to better understand the topic and make them able to apply their new knowledge to their own business idea.</p>			