



Session 3 – Chapter 4: Monitoring and Error

Module Title:	How to set up a Business!			
Session n.3	Monitoring and Error <i>(This session is based on the following paragraphs in the Chapter 4 of the Guide for Migrant Entrepreneurs: Monitoring the Start-up Progress; Example of Application of Lean Start-up Method; Prepare for Trial and Error)</i>			
Duration	4 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: 4 hours
	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"> • To learn how to monitor the growth and development of the implemented strategy • To reflect on the evolution of the company • To grow the company through advertising campaigns and the approval of past customers • To understand which is the best strategy • To follow the example shown to generate a successful business idea • To understand how to learn from mistakes, love their job and be creative and open to changes 			
Intended learning outcomes:	L01: Students will be able to monitor and understand how the used strategy is working or needs to be changed L02: Students will be able to understand the level of the company through evaluation on its progress L03: Students will be able to find a strategy for growth engine (sticky, viral or paid) L04: Students will be able to identify the right strategy for the success L05: Students will be able to generate a successful business idea starting from a personal problem that unites everyone L06: Students will be able to learn from mistakes, love their job then have fun, be creative and open to adapt to changes L07: Strengthening of the problem-solving skills			



Session Details:	Lesson Item:	Method(s) and instructions for trainers:	Required Resource(s):
	Introduction (optimal group size could be: 1-10)	<ul style="list-style-type: none"> - Brief introduction from the tutor about the purpose of the lesson. - <i>Break the ice</i> (proposed exercise) Summary: ask the group to briefly summarize what is a business model, its components and why it is important. 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
	Activity 1: Presenting the learning objectives of the course	- Brief presentation of the objectives of this lesson	<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(Monitoring the Start-up Progress; Example of Application of Lean Start-up Method; Prepare for Trial and Error)
	Activity 2: Growth, monitoring and error in the entrepreneurial field	<p><i>The last session of this module will focus on the steps following the creation of the business model and provide the students information on methods and models they can use to ensure a good development of their business.</i></p> <ul style="list-style-type: none"> - The tutor will present step by step the techniques, methods and information presented in the guide related to the growth, monitoring, trial and error of a business. - Give the examples provided in the guide to provide a better idea for application - Check for understanding and provide feedback. 	
	Activity 3: Independent practice of the students	<p>Foresee what possible obstacles can occur in the journey to business is key for the students.</p> <ul style="list-style-type: none"> - (Proposed activity) Ask students to imagine what can be the possible obstacles and errors they can encounter in their journey to business, and 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



		<p>provide a possible solution, and identify the areas in which they may need support and how to get it.</p> <ul style="list-style-type: none"> - The students will produce a brief presentation (oral or with the support of digital material) to present the tutor the areas in which they may need support and what their solution is. 	
	Post-Activity Discussion	<ul style="list-style-type: none"> - ask the class members questions about what they have learned throughout the session and to confront how they have applied what was explained. (if the classroom has many students choose only a few of them, asking first if someone is willing to present it) 	
Evaluation methods	Informal and non-formal	Oral review: presentation of work on obstacles and errors and possible solutions.	
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:	<p>- Students should imagine, and then present, what can be the possible obstacles and errors they can encounter in their journey to business, and provide a possible solution, and identify the areas in which they may need support and how to get it.</p> <p>...</p>		
Additional notes and tips for trainers			
<p>It is important that the participants provide the solution to the possible errors they have envisioned and how they can find support in the areas they have identified. If they do not provide one solution the tutor, in the presentation, will provide some ideas to make them build and envisioned their own solution.</p>			