

LERNING ACTIVITIES ON THE MOOC

Week 2: Module no 1 : CREATE YOUR BUSINESS

After doing the learning activities in this module, you will

Knowledge:

- Concept and characteristics of entrepreneurship
- Business idea modelling
- Knowledge of strategic planning process and the relationship between market and internal resources
- Knowledge of elements of business model and value creation

Skills:

- Identify entrepreneurship skills
- Describe and evaluate business idea
- Use of market analysis tools
- Writing a marketing plan
- Design business model
- Read and compose a business plan

Behaviours:

- Rational assessment of business environment
- Communication and presentation of business plan

Day 1.

Title of the activity:	Entrepreneurship and generate your business idea
Learning outputs :	<u>Understand</u> the main characteristics of an entrepreneur and evaluate your business idea and the basis of business modeling.
Learning activities and tasks (Detailed instructions of what the participant	<p>Activity 1. Read the presentation (mini course1_1_EN.pptx) and understand the content of a good Entrepreneur opening the link reported. Note that the ppt file contain also the following link related to the individual tasks.</p> <p>Task.1</p> <p>Are you a good entrepreneur? Evaluate yourself. Open this file and focus you attention on part I. Fill the table on the activity 2. http://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/instructionalmaterial/wcms_436192.pdf</p>

<i>ants need to do and with whom)</i>	<p>Task. 2</p> <p>Open this file and focus you attention on part II. Fill the table on the activity 3 and describe your business Idea. http://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/instructionalmaterial/wcms_436192.pdf</p> <p>Group Task 1</p> <p>Share with other students your business Idea. Each group must be choose one Idea and try to evaluate the viability following the advice reported in the project work attached. The final work have to be send to your instructor in pdf format. http://smallbusinessbc.ca/wp-content/uploads/resource_files/Evaluate-Your-Business-Idea.pdf</p> <p>Look that the case study developed will be update through the activities of the day 2 and 3</p>
Resourc es to use:	http://www.ilo.org/wcmsp5/groups/public/---ed_emp/---emp_ent/---ifp_seed/documents/instructionalmaterial/wcms_436192.pdf http://smallbusinessbc.ca/wp-content/uploads/resource_files/Evaluate-Your-Business-Idea.pdf https://www.youtube.com/watch?v=d5vxkdnVYb0 https://www.youtube.com/watch?v=pChI8G7eEMo https://www.ait.org.tw/infousa/zhtw/DOCS/enterp.pdf https://www.youtube.com/watch?v=sOjeQV5pHh4
Additio nal resourc es (for differen t languag e groups, if case)	Italian http://www.polaris.unioncamere.it/upload/99/99ec070b1522c8708cfd813270495356/303b042c815ea352ae75290d7f4d04e7.pdf http://www.progettopolicoro.it/progettopolicoro/allegati/2695/L_IDEA_IMPREDITORIAL_E.pdf https://www.youtube.com/watch?v=IVMyb5oJk20 http://www.nascelimpresa.it/doc/guida_BUSINESS_PLAN.pdf <p>(Important tip: To see the video's subtitles in English, click on <i>Settings / Subtitles</i> and then, to translate subtitles, click on <i>Automatic Translation</i> and choose the language)</p>

Day 2.

Title of the activity:	How to conduct a market analysis
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Learning outputs :	Manage the principal tools of market analysis.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Read the presentation (Mini course1_2_EN.pptx) and keep in mind the concept. Use the link reported in the presentation to understand the principle of a market analysis.</p> <p>Task 1. Read the case and understand the implication of Porter five force's and SWOT analysis http://robertdaigle.com/wp-content/uploads/2014/01/BowenDaigleDionValentine_NetflixCaseStudy.pdf</p> <p>Task 2. Read the case and understand the implication of Porter Value Chain analysis http://www.investopedia.com/articles/investing/103114/starbucks-example-value-chain-model.asp</p> <p>Group Task 1. Read the marketing mix at McDonald's (http://www.mcdonalds.co.uk/content/dam/McDonaldsUK/People/Schools-and-students/mcd_marketing.pdf) and the example of marketing plan analysis (http://csbweb01.uncw.edu/people/mallalieu/marketing%20plan.pdf) in the cases studies attached. Following the template of SWOT and PEST analysis (https://riccentre.ca/wp-content/uploads/2012/01/Session-1-Takeaways-Guidelines.pdf), enhance your project work developed in the Day 1 adding: five forces evaluation; value chain analysis; SWOT Matrix; Pest Analysis; Marketing Mix policies definition.</p>
Resources to use:	https://riccentre.ca/wp-content/uploads/2012/01/Session-1-Takeaways-Guidelines.pdf http://www.mcdonalds.co.uk/content/dam/McDonaldsUK/People/Schools-and-students/mcd_marketing.pdf http://csbweb01.uncw.edu/people/mallalieu/marketing%20plan.pdf http://www.investopedia.com/articles/investing/103114/starbucks-example-value-chain-model.asp http://robertdaigle.com/wp-content/uploads/2014/01/BowenDaigleDionValentine_NetflixCaseStudy.pdf
Additional resources (for different	Italian http://www.impresaooggi.com/it/articoli/Artspec10.pdf https://perlapp.files.wordpress.com/2014/03/settore-e-concorrenza.pdf http://slideplayer.it/slide/3770654/

language groups, if case)	<p> https://www.youtube.com/watch?v=52D9t0I1AWE https://www.youtube.com/watch?v=5dGNc1PggiU http://www.lumsa.it/sites/default/files/UTENTI/u72/swot.pdf http://www.setupimpresa.it/sp/it/articolo/la-swot-analisi-per-le-decisioni-aziendali-un-metodo-di-attuazione-e-lo-studio-di-un-caso-00.3sp http://www.equityfactory.ch/file/pubblicazioni/32-ammi_2013_05_34.pdf http://www.themarketingfreaks.com/2016/02/piano-di-marketing-strategia-struttura-ed-esempio/ http://www.abacusonline.it/corsi-online/m_file/mktg2.pdf </p> <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>
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Day 3.

Title of the activity:	Business model definition and business plan structure
Learning outputs :	Design the business model and knowledge of the main parts of the business plan
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1.</p> <p>Read the presentation (mini course1_3_EN.pptx) and keep in mind the concept. Use the link reported in the presentation to understand the principle of business modelling and business planning. Note that this day is finalized to make a systemization of the concept acquired in the past days</p> <p>Group Activities 1.</p> <p>Use the editable Canvas and composed the file referring to your business Idea updating your project work https://methodkit.com/wp-content/uploads/files/business_model_canvas_poster.pdf</p> <p>Group activities 2 - board discussion</p> <p>Read the business plan example attached and give evidence if your group can understand it</p> <p>http://www.accaglobal.com/content/dam/acca/global/business-finance/airport-cafe.pdf</p> <p>Group activities 3 - board discussion</p> <p>Read the business plan workbook attached and prepared by bank and give evidence if your group can filed its part basing on both the knowledge acquired until now and the updated project work.</p>

	<p>Write a paper in which you give evidence of the part that you are able to filed. Excluding the financial projection that will be deepen in the following days</p> <p>https://www.capitalone.com/media/doc/financial-education/capone-business-plan-workbook-eng.pdf</p>
Resources to use:	<p>http://www.marsdd.com/wp-content/uploads/2012/12/Business-Model-Design-WorkbookGuide.pdf</p> <p>https://www.haikudeck.com/business-model-patterns-business-presentation-ZE1zeVHxIk#slide13</p> <p>https://www.youtube.com/watch?v=RzkdJiax6Tw</p> <p>http://www.sbs.ox.ac.uk/sites/default/files/Entrepreneurship_Centre/Docs/diehl-nikolou.pdf</p> <p>https://methodkit.com/wp-content/uploads/files/business_model_canvas_poster.pdf</p> <p>http://www.accaglobal.com/content/dam/acca/global/business-finance/airport-cafe.pdf</p> <p>https://www.capitalone.com/media/doc/financial-education/capone-business-plan-workbook-eng.pdf</p>
Additional resources (for different language groups, if case)	<p>Italian</p> <p>www.crearemodellidibusiness.it/pdf/Estratto ModelliBusiness gratuito.pdf</p> <p>http://www.provinz.bz.it/bildungsfoerderung/downloads/BMG2-Pattern-ita.pdf</p> <p>https://www.youtube.com/watch?v=C5fcKFUDWik</p> <p>http://www.cittametropolitana.mi.it/export/sites/default/e-business/doc/yoox.pdf</p> <p>http://www.imprendoanchio.it/pdf-new/2016.04.13%20Allegato%20%20-%20Business%20plan.pdf</p> <p>https://www.youtube.com/watch?v=GATMmsafLsQ</p> <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>

Day 4.

Title of the activity:	
Learning outputs :	
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with</i>	

whom)	
Resources to use:	
Additional resources (for different language groups, if case)	

Day 5.

Title of the activity:	
Learning outputs :	
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	
Resources to use:	
Additional resources (for different language groups, if case)	

Day for Synthesis week

Title of the activity:	
Learning outputs :	
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	
Resources to use:	
Additional resources (for different language groups, if case)	

Module no 2: GET STARTED!
Day 1.

Title of the activity:	What is an entrepreneur? What corporate structure should I use for my business idea?
Learning outputs :	After this activity all learners will be able to: <ul style="list-style-type: none"> - Understand the skills and attitude that is needed to be a successful entrepreneur - Have an understanding of the different corporate structures. - Be able to apply this understanding to a business idea in order to choose what corporate structure is most appropriate
Learning activities and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Task1 Minicourse “Company Governance Structures Read the powerpoint document “Module2-Topic1-Company Governance Structure” about different corporate structures.</p> <p>Activity 2 – Practical Session Task.1 Complete the Entrepreneur Audit and then discuss in pairs how you feel about the exercise and if there are any areas that you need to improve.</p> <p>Task 2: In your pairs think about local businesses within your locality, think about a variety (minimum of 5 of) enterprises from your local community: Make sure you include a range of types of business and also medium, to large sized enterprise for example independent shops, trades people, and larger companies.</p> <p>In your pairs discuss each of the enterprises in turn and assess which of the governance structures you think is most applicable to each and enterprise and why.</p> <p>Task 3. Using your own business idea, assess which of the business structures are applicable to you and assess which ones could be applicable to your business, noting the positives and negatives of each of the structures.</p>
Resources to use:	https://www.youtube.com/watch?v=dWTcKgBmV9M
Additional resources (for different language groups, if case)	https://www.youtube.com/watch?v=nO1UPU51YKs&t=40s https://www.youtube.com/watch?v=a9PfhCOsaLY https://www.youtube.com/watch?v=a9PfhCOsaLY

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Day 2.

Title of the activity:	Legal Issues – Trademark, Copyrite and Patent
Learning outputs :	After this activity all learners will be able to: <ul style="list-style-type: none"> - Understand the meaning of intellectual property and have an understanding of the different types of protection in relation to IPR - Have an understanding of a trademark, copyrite and patent. - Be able to apply this understanding to a product(s) within a business.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Task1 Read the powerpoint document Minicourse “Legal issues- Copyrites, Trademark and Patents”.</p> <p>Activity 2 – Practical Activity In small groups or pairs consider your SMART Phone, and all the different components that make it what it is, from the hard ware, apps, design, ringtones etc. For each part decide whether the intellectual property could be protected and if so under which part of intellectual property rights would cover it for example hardware would be covered by patents. #</p> <p>Activity 2 – Practical Activity In pairs think about your own business idea or if you haven’t got a business idea a local business you know. For the business idea that you have chosen write down the intellectual property that is contained within the business and then decide which intellectual property of the business would be covered by which part of IPR and why.</p>
Resources to use:	https://www.youtube.com/watch?v=AYiXTKbdNr4 https://www.youtube.com/watch?v=ntpgpA_kR5Y
Additional resources (for different language groups, if case)	https://www.youtube.com/watch?v=AXzAR_2T09o https://www.youtube.com/watch?v=AYiXTKbdNr4 <p><i>(Important tip: To see the video’s subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>

Day 3.

Title of the activity:	Organization and management
Learning outputs :	After this activity, the learner will be able to: <ul style="list-style-type: none"> - To understand the basic concepts of management. - To think about the best organization and management structure for its own business.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Minicourse "Organization and management"</p> <p>Task 1. Read the powerpoint document "Module2-Topic3-Organization&Management_EN.pdf" about the how to organize and manage your business.</p> <p>Activity2. Practical session.</p> <p>Task 1. See this video about how to create an organisational structure: https://www.youtube.com/watch?v=R-m8grawp1k&feature=youtu.be</p> <p>Task 2. Working in pairs reflect on how to organize your own company.</p> <p>Task 3. Share your conclusions in the "Module groups" of the platform in one new thread called "Organisational structure".</p>
Resources to use:	<ul style="list-style-type: none"> • Powerpoint presentation: Module2-Topic3-Organization&Management_EN.pdf • Video on youtube: https://www.youtube.com/watch?v=R-m8grawp1k&feature=youtu.be <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>
Additional resources (for different language groups, if case)	

Day 4.

Title of the activity:	Accounting
Learning outputs :	After this activity, the learner will be able to: <ul style="list-style-type: none"> - To understand an overview of accounting. - To know why accounting is important to the success of a small business. - To use templates of financial statements.
Learning activities: and tasks (<i>Detailed instructions of what the participants</i>	<p>Activity 1. Minicourse "Accounting".</p> <p>Task 1. Read the powerpoint document "Module2-Topic4-Accounting_EN.pdf" to get an overview of accounting.</p>

<i>need to do and with whom)</i>	Activity 2. Practical activity. Task 1. See the tutorial on how to take a basic balance sheet: https://www.youtube.com/watch?v=RacjcokhkS0 Task 2. Download the balance sheet blank file and try any of the entries from the video yourself: https://www.filesanywhere.com/fs/v.aspx?v=8b706a8e606272b3a1aa Task 3. Upload the file, once filled, in the "Module groups" of the platform in one new thread called "Balance sheet".
Resources to use:	<ul style="list-style-type: none"> • Powerpoint presentation: Module2-Topic4-Accounting_EN.pdf • Video on youtube: https://www.youtube.com/watch?v=RacjcokhkS0 • Excel file: https://www.filesanywhere.com/fs/v.aspx?v=8b706a8e606272b3a1aa <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>
Additional resources (for different language groups, if case)	

Day 5.

Title of the activity:	Study cases
Learning outputs :	After this activity, the learner will be able to:
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<ul style="list-style-type: none"> - To understand and reflect about appropriate corporate governance structures - To understand and reflect about different management roles. Activity 1. Case study about different Corporate governance Task 1. There are different corporate governance structures that a Business can adopt. See this video where there are described several different structures. As a group decide the benefits and issues with each and identify a local or National organisation which is likely to use this model https://www.youtube.com/watch?v=dWTcKgBmV9M Task 2: Think about your own business and what governance structure you will probably use in this business Activity 2. Study case of management roles. Task 1. There are many roles a manager has within an organization. See this video where are described ten different management roles most commonly seen within organizations: https://www.youtube.com/watch?v=jY1oXbMAPqo
Resources to use:	Task 2: Think about your own business and what governance structure you will probably use in this business Activity 2. Study case of management roles. Task 1. There are many roles a manager has within an organization. See this video where are described ten different management roles most commonly seen within organizations: https://www.youtube.com/watch?v=jY1oXbMAPqo T

	<p>Task 2. Think about the management role you will probably use in your company and share your conclusions in the "Module groups" of the platform in one new thread called "Management roles".</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=dWTcKgBmV9M • Video onyoutube: https://www.youtube.com/watch?v=jY1oXbMAPqo <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>
Additional resources (for different language groups, if case)	

Day for Synthesis week

Title of the activity:	Synthesis of Module 2 "Getting started!"
Learning outputs :	After this activity, the learner will be able to:
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<ul style="list-style-type: none"> - To know an expert point of view about the importance of the management roles. <p>Activity 1.How to Choose the right corporate structure</p> <p>Task 1.Please watch the video link below and discuss as a group the reasons why it is important to choose the right corporate strcuture.</p> <p>https://www.youtube.com/watch?v=nO1UPU51YKs&t=45s</p> <p>Activity 2. Good practice.</p> <p>Task 1. Management expert Henry Mintzberg has played a major role shaping the world's concept of managing. According to him, CEO bonuses need to disappear and companies should promote "communityship". See this video and learn how important is a good business manager:</p> <p>https://www.youtube.com/watch?v= NRWtd SiU8</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=nO1UPU51YKs&t=45s • Video onyoutube: https://www.youtube.com/watch?v= NRWtd SiU8 <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p> <ul style="list-style-type: none"> •
Resources to use:	
Additional resources (for different	



**Strategic Partnerships for vocational education
and training**

EIBI European Incubator for Business Ideas

Project ID: 2015-1-RO01-KA202-015150



language groups, if case)	
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1. Module 3 : IN THE MARKET

After doing the learning activities in this module, you will get:

Knowledge: Understand field chain of supply, Knowledge of ICT in logistics, Understanding legal processes, Knowledge of EU regulations, Knowledge of Patent rules, Online advertising – hierarchy of tactics, Types of business contracts

Skills: Supply of product/service to the market, Assure easy and cost effective transfer of product/service, Apply ICT in logistics, Use of social media and technologies, Innovation in your product/service, Evaluate current market trends, Establish a company registration, Assess tax implications, Evaluate legal entity options;

Behaviours: Social media and ICT friendly, Rational assessment of business environment;

Competences: Using social media for communication purpose and advertising, Applied hierarchy of tactics in Online advertising, How to choose types of business contracts, The ability to create a business plan and also a financial plan, Analyse the market of suppliers, Manage logistics' processes.

Week 4 - Day 1.

Title of the activity:	How to stand out , sustain and scaling up your business.
Learning outputs :	Learn how to make your business different and innovative, how to get grow your business.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Read the presentation HOW TO STAND OUT YOUR BUSINESS and keep in mind the important things of the topics!</p> <p>Activity 2. Watch the Video for Business Case Study: Northern Tool at https://www.youtube.com/watch?v=LFtoypyCeFY and think about the importance of ITC promotion materials for your business idea!</p> <p>Task 1 Make a short comment about this on your Language Group</p>
Resources to use:	<p>1. HOW TO STAND OUT YOUR BUSINESS, English File Module 3_Topic1_EN.ppts or Slideshare www.uibiproject.org/...) Business Case Study: Northern Tool , Video subtitled in En, RO, IT, PR, ES, GR at in https://www.youtube.com/watch?v=LFtoypyCeFY</p> <p>Important tip: To see subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the</p>

	<p>Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language</p>
Additional resources (for different language groups, if case)	2.

Day 2.

Title of the activity:	Supply chain and logistics
Learning outputs :	Learn how to identify suppliers, typology of contracts.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Read the presentation SUPPLY CHAIN AND LOGISITCS and keep in mind the important things of the topics!</p> <p>Activity 2. Watch the Video Study case Kiosk Zara Supply Chain Management at https://www.youtube.com/watch?v=vTmxAxV7ngkan and learn more about the importance of supply chain management in a firm.</p> <p>Task 1 Go to http://mindmapfree.com/ and draw the map of the supply chain for your business . Save the map in the computer with the title „My business Supply chain!</p> <p>Task 2 Post file in your journal. If you have not a jurnal go to Journals (link to the Journals) and create one with the title “ Journal of ... your name).</p> <p>Task 3 See maps of your colleagues (3-5 maps) and compare with yours.</p>
Resources to use:	<p>1. SUPPLY CHAIN AND LOGISITCS, PPT presentation in English File Module 3_Topic2_EN.ppts or Slideshare (link)</p> <p>2. Kiosk Zara Supply Chain Management, video in English , https://www.youtube.com/watch?v=vTmxAxV7ngk</p> <p>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and</p>

	<i>choose the language)</i>
Additional resources (for different language groups, if case)	3.

Day 3.

Title of the activity:	Communication issues
Learning outputs :	Learn some important things about advertising using Logo, web site, social media.
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1. Read the presentation COMMUNICATION and keep in mind the important things about this topic!</p> <p>Activity 2. Watch the Video Amplifon Hearing Aid at https://www.youtube.com/watch?v=aume4w2YAV0 and see how Steve Fleming, explains why he chooses video for internal communications and, in particular, why he uses New Edge business video productions to engage and inspire their workforce</p> <p>Task 1 Study other communication channels and tools and add the choose the best means for communication that fits your business.</p> <p>Task 2 Post the description of it on the wiki COMMUNICATION (link to the Wiki)</p> <p>Task 3</p> <p>Read what tools choosed your colleagues (3-5 articles) and give them a reply.</p>
Resources to use:	<ol style="list-style-type: none"> 1. SUPPLY CHAIN AND LOGISITCS, PPT presentation in English File Module 3_Topic2_EN.ppts or Slideshare (link) 2. Kiosk Zara Supply Chain Management, video in English , https://www.youtube.com/watch?v=vTmxAxV7ngk <p><i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i></p>

Additional resources (for different language groups, if case)	3.
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Day 4.

Title of the activity:	How To Create A Social Media Marketing Plan
Learning outputs :	Learn how to use social media for communication purpose and advertising
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	<p>Activity 1: Visit the page How to create a Social Media Marketing Plan In 6 Steps (https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/) and learn what a social media marketing plan should include.</p> <p>Activity 2: Learn about how to set up your business social media profile for Twitter, Facebook or any other social network you choose. Use the guide How to Set up Facebook, Twitter and Every Other Major Social Media Profile available at https://blog.hootsuite.com/how-to-set-up-a-social-media-profile/ .</p> <p>Task 1: Watch the video How to create a logo at https://www.entrepreneur.com/article/71902 and choose or design your company logos a visual representation of everything your business stands for.</p> <p>Task 2: Go to Facebook, Twitter , LinkedIn or other Social Media and make a page with the presentation of your Company , including the logo on it.</p> <p>Task 3: Go to your Language Group and send a e-mail to your colleagues from the group with, the link to your Business page in Social Media . Visit the pages created by your colleagues.</p>
Resources to use:	
Additional resources (for different language groups, if case)	1.

Day 5.

Title of the activity:	Establish a company registration
Learning outputs :	<i>Starting a new company</i> in the EU: points of single contact, e-governmentportals, one-stop-shops, e-procedures, <i>registration</i> procedure
Learning	Activity 1.

activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	Follow the link bellow and choose you country and read the main informations about how to create a company step by step! http://europa.eu/youreurope/business/start-grow/start-ups/index_en.htm#!lightbox-uid-0 Task 1 Make a short comment on the forum about how useful is the information find on it! Task 2 Quiz for the whole module „In the market“! Read each item and choose the right answer!
Resources to use:	1. Start-ups-YourEurope- Business http://europa.eu/youreurope/business/start-grow/start-ups/index_en.htm#!lightbox-uid-0
Additional resources (for different language groups, if case)	<i>(Important tip: To see the video's subtitles in English, click on Settings / Subtitles and then, to translate subtitles, click on Automatic Translation and choose the language)</i>

Day 5.

Title of the activity:	Establish a company registration
Learning outputs :	
Learning activities: and tasks (<i>Detailed instructions of what the participants need to do and with whom</i>)	
Resources to use:	
Additional resources (for different language	1.



groups, if case)	
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1. Make a short SWOT analysis of your business idea and upload in your electronic portofolio!

sau mai pe scurt:

2. Watch the video [Robin Chase: Excuse me, may I rent your car?](#) and match the potential risk identified by Robin Chase in her business! Try to point 2 potential risk for your business idea and upload in your electronic portofolio!