

THIRD DIDACTIC UNIT (to present and discuss at the teachers workshop during the meeting in Volterra) "To know how a bank works and to create and finance a new business"		
SCHOOL ITCG NICCOLINI DI VOLTERRA	Duration of the DU JANUARY-MAY 2020	Subjects: <ul style="list-style-type: none"> Economic Business Enterprise in Action.
Classes: 4AP + 4AC		
Goals of the whole DU Simulating a running enterprise to develop entrepreneurial skills TOPIC <i>Understanding how a real business works: from idea to market launch</i>	Subtopics a) <i>The business idea</i> b) <i>How to organise a business activity</i> c) <i>Marketing, plan development and market entry</i>	
Description of the activities	Sub-goal a) <i>The business idea</i> Step 1: To make our teaching comprehensive and interesting for our students, we planned a brainstorming activity, implementing our project through their ideas and abilities. Step 2: After deciding on their product, the students carried out market research through the administration of questionnaires to segment the market and make the right offer. In addition, a competition analysis was carried out to assess the originality of the product. Duration in hours: 4h - Questionnaires and online research on their competition.	Test and assessment Task 1 The students were told to plan their own product. They were free to express themselves and were told to be resourceful. Task 2 Assessment of the materials prepared in line with their company mission and the school project 'Junior Achievement and Enterprise in action'.

	<p><u>Sub-goal</u></p> <p><i>b) How to organise a company</i></p> <p>Step 3: In a company there is a need to organize and determine the necessary tasks. The mini enterprise adopted a functional organization with area managers.</p> <p>Step 4: Area managers were identified, who assessed their workload and developed a staff budget. Consequently, they prepared a job advertisement, and the other learners presented a curriculum vitae in their area of interest. The HR manager conducted the interview and subsequently recruited the learners in the various areas</p> <p>Duration in hours: 3 ore + 3 di predisposizione individuale</p>	<p>Test and assessment</p> <p>Task 3 Presentation of the organizational chart</p> <p>Task 4 Eventually, the accuracy and clarity of the advertisements and the relevance to their matched curricula were assessed just as in a real company.</p>
	<p><u>Sub-goal</u></p> <p><i>c) Sviluppo piano di marketing ed ingresso sul mercato</i></p> <p>Step 5: At this stage, the marketing department, in collaboration with the other areas, drew up the marketing plan through SWOT analysis, competition, customers and structured the 4P model</p> <p>Step 6: Once the product was materially produced, the mini company placed the product on the market which is currently available for sale.</p> <p>Duration in hours: The work will be done mainly at home or outside school hours, so it is not possible to quantify the commitment hours.</p>	<p>Test and assessment</p> <p>Task 5 Presentation of a document drawn up by the identified group highlighting the characteristics of the start-up and the various strengths and weaknesses.</p> <p>Task 6 Assessment of product and profits.</p>