

Activity 1 (computer-based, listening comprehension and speaking):*Finding good social business ideas*

- multimedia input:
 - o Power Point Presentation
 - o Video: <https://youtu.be/r5kT1RSgp4c>
- text and graphics input.

Learning objective/s: at the end of the activity learners will be able to identify social needs and transform them into social business ideas.

Approximate time: 40 min

Procedure/description: computer-based activity to encourage listening comprehension and including 2 separate tasks. Learners are guided through input by watching a presentation and video and through output by answering different questions.

Task 1: Idea Generation Techniques

Learners discuss the characteristics of the social enterprise (Presenttaion) and are introduced to different idea generation techniques: brainstorming, mind mapping, word associations, pros&cons, etc. Trainers will practice some techniques with learners to identify local needs and generate ideas how to meet them.

Task 2: Questions to ask yourself before developing a Business Idea
Video

<https://www.youtube.com/watch?v=r5kT1RSgp4c&feature=youtu.be>

Learners find a particular video and watch the video by following the hyperlink above. Using the information from the video and the supporting questions and statement below learners, supported by trainers, record/discuss their own experiences, and use the information to identify social business ideas that would provide customers with the products or services they need and want, while at the same time addressing social and/or environmental needs in their community.

In groups learners will identify and present at least 1 social business idea to the class.

Supporting questions:

1. Are you going to give up everything? (your family, your hobby,

your social life)

2. Is anyone else doing it? (if not, why? is it really needed?; if yes how are you going to do it better?)
3. Why you?

Supporting statement: "It is not the idea, it is the execution of the business that makes the success."