



KEM – Project Meeting Santiago April 18-21, 2012

business plans

tasks for the group work (in internationally mixed groups)

- for students (aged 12-16)

1. **role play 1:** When setting up a business it is important that a lot of people get to know the business. Especially smaller local newspapers like to introduce new ideas in their area. So this is a good way to cooperate.

You are going to work together with a student from another country. You are journalists of a local newspaper. Choose one of the business ideas that you would like to write about. Write down questions you find important to ask. Interview one of the students who have made the business plan. Take notes.

Write an interesting, informative article about the business idea using your notes as a basis.

- for younger students

2. When there is a new business idea, it is important that a lot of people get to know the business. This is often done with an advertisement.

You will work together in groups of 3 to 5 students (from different countries). Choose one of the business ideas and create an interesting poster advertising it. Think about eye-catching slogans, draw pictures, write a short text, etc.

- for older students who have created a business plan

3. **role play 2:** Three of you are on a board of an international bank. There are three new businesses (represented by two entrepreneurs each) from different countries, all wanting a loan from you to set up their businesses. However, you have only got money for one enterprise. That means you have to decide which of the three business ideas is the best.

The entrepreneurs present their ideas to you and explain why they should be the ones to get the money.

You decide in your group who is going to be the lucky one and inform the entrepreneurs about your decision.

Write a short report on a poster in which you explain your reasons.

Procedure:

There will be two groups of 9 students each (three bankers, 2 entrepreneurs each for three business plans).

You as bankers get together and discuss how you are going to proceed and what criteria you find important to grant the money. Take notes of the questions you want to ask.

In the meantime: The entrepreneurs will be interviewed by students doing assignment no. 1

Bankers and entrepreneurs get back together. The entrepreneurs will present their businesses, the bankers will ask questions.

While the bankers are making their decision the entrepreneurs can again help the students from role play 1, having a look at the article, check whether they think their business idea is described correctly, clearly, etc.

The results will be presented in a kind of “market place”, that means, the results (articles, posters, reports) will all be put up on the walls for everybody to look at and to make written comments.