



**Recycled Art for
Disadvantaged
Adult Learners**

ENTREPRENEURSHIP E-COURSE

April 2022 | ACTIVITIES BOOKLET



**Center for Social
Innovation**



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ACTIVITIES BOOKLET

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UNIT 1: LEGAL FRAMEWORK TO KICK-OFF A BUSINESS IDEA

ACTIVITY 1: IDENTIFY YOUR BUSINESS FIELD & TYPE

The following assessment helps you to identify the field and type of business that you should opt for. Be honest in your assessment.

<p>1. My interests – I enjoy doing the following (include your hobbies):</p>	<p>Possible business types:</p>
<p>2. My experience – I have worked in or have educational experience in the following field(s) of business (list jobs, training and other sources of work experience):</p>	<p>Possible business types:</p>
<p>3. My business network – I know the following people, friends and relatives who are in business and who could provide information, advice or assistance (state their position):</p>	<p>Possible business types:</p>
<p>4. My preference is to:</p> <ul style="list-style-type: none">• Work with a lot of people/work on my own• Be active and work outdoors/work at the desk all day• Do physical work/work in a job that allows me to be creative/do work that requires logical thinking• Focus on technical details/talk to and care for people.	<p>Possible business types:</p>



ASSESSMENT ACTIVITY TO TEST THE KNOWLEDGE AND SKILLS GAINED IN THIS UNIT:

1) Which of the following is correct? Circle the correct answer.

- a) Asylum seekers are not allowed to have access to the labour market as long as the decision of their application is still pending.
- b) Refugees can have access to the labour market but they cannot have equal treatment as EU nationals.
- c) Third country nationals are not allowed to be self-employed in the host country.
- d) Access to the labour market and employment sectors depends on the status of each individual.

2) Fill in the sentences with the missing words.

- a) A corporation is a type of
- b) type of business does not produce a separate business entity.
- c) are the simplest structure for two or more people to own a business together
- d) A lets you take advantage of the benefits of both the corporation and partnership business structures.

3) Choose the correct answers.

- a) A hair saloon provides services to its clients
- b) Manufacturers are businesses that resell goods to retail outlets
- c) Wholesalers purchase ready-made goods
- d) Business identify how you take part in the business field you choose

4) You are now ready to start a business. Prioritise the following actions that need to be taken.

a. Choose a name for your business	
b. Register your business	
c. Open a bank account	
d. Obtain a Tax identification number	

5) Which of the following is **not** true?

- a) You can open a grocery shop without obtaining a Tax Identification Number.
- b) In order to register your business, you need a rental contract.
- c) The business structure you choose influences the operation of your entity.
- d) A bank account is essential in order to proceed with all registrations and paperwork.

UNIT 2: LABOUR MARKET RESEARCH



ACTIVITY 1: COMPETITOR'S ANALYSIS

Identify a successful company that is your major competitor in the market you wish to enter, and fill out the following sections

1. Identify your competitors: direct and indirect

Direct 1: _____

Direct 2: _____

Indirect 1: _____

Indirect 2: _____

2. Gather background information (location, company history and size)

General Information:

Location: _____

Company history:

Size & recent expansion or downsizing:

3. Profile competitors' target audience (see mission statement, messaging, social media interactions)

Who is their primary target audience?

Who is their secondary target audience?

What tone (corporate, friendly, informal etc) do they use in their website and social media?

4. The Four P's: Product; Price; Promotion; Place of competitor

Product: Clarify what is their product/service; main elements

Price: Compare their pricing in relation to their product's quality and market's approximate prices.

Promotion: Methods of promotion (marketing agencies)

Place: Where do they place their products as part of their strategic marketing? (both online and physically)

5. Do a SWOT analysis of your enterprise and your competitor(s)

Strengths (internal, positive factors): Strengths describe the positive attributes, tangible and intangible, of your organization. These are within your control.

Weaknesses (internal, negative factors): Weaknesses are aspects of your business that detract from the value you offer or place you at a competitive disadvantage.

Opportunities (external, positive factors): Opportunities are external attractive factors that represent reasons for your business to exist and prosper.

Threats (external, negative factors): Threats are external factors beyond your control that could put your business at risk. You may benefit from having contingency plans for them.

My Competitor

STRENGTHS (internal)	WEAKNESSES (internal)
OPPORTUNITIES (external)	THREATS (external)

My Business

STRENGTHS (internal)	WEAKNESSES (internal)
OPPORTUNITIES (external)	THREATS (external)

 **ACTIVITY 2: A CASE STUDY: ZERO FOOD WASTE CYPRUS**

Consider the long-term sustainability of an initiative like Zero Food Waste Cyprus in terms of resources, volunteers, expansion and anything else you find relevant in order to sharpen your thinking about the limitations and opportunities a non-for-profit initiative can face.

Long-term limitations

Long-term opportunities

 **ACTIVITY 3: MAP YOUR IKIGAI**

To map your Ikigai, take your time to examine the graph in the entrepreneurship section and complete this exercise. Feel free to redo it as many times as you wish.

As depicted in the picture, Ikigai is seen as the convergence of four primary elements:

- What you love (your passion)
- What the world needs (your mission)
- What you are good at (your vocation)
- What you can get paid for (your profession)

To identify those four elements, you should think over and provide an answer to a series of questions (the list below is not exhaustive and can be complemented with other questions):

What do you love?

What were your favourite activities to do in the past? What about now?

What activities make you happy? (tasks, events, hobbies, projects, etc.)

Is there a topic that fascinates you? What do you like to talk about?

What do you like to do for a long time without getting bored or tired?

What you are good at?

What activities do you think you are good at?

What activities people think you are good at?

What do you feel comfortable doing?

What are your skills or strengths?

What do people ask you to help with?

What does the world need?

What issues in your community you would like to change?

What issues in your community make you angry or frustrated?

If you had to choose a volunteering activity, what would it be?

What work could you earn money for?

What you are or could be paid to do?

What job/activity could you be paid for?

If you had to do something, what could you teach?



ASSESSMENT ACTIVITY TO TEST THE KNOWLEDGE AND SKILLS GAINED IN THIS UNIT:

Choose the correct answer.

1: A market analysis..

- a) Is the process of analysing the attractiveness of a business and its position in the market
- b) Should be conducted only after a business was launched
- c) Is the collection of statistical information about global market trends

2: Green entrepreneurship is...

- a) The action of designing, developing and applying solutions to either local, regional or national environmental (and social) issues.
- b) The concept that evaluates the level that a company applies environmentally practices internally.
- c) A tool to evaluate if an initiative/start-up/business is financially viable and sustainable.

3: A SWOT Analysis...

- a) Analyses business elements like Space, Workforce, Operations and Activity
- b) Examines internal and external factors that can have negative or positive impact on a business
- c) Is a tool that helps businesses make sales forecast for the next 12 months

4: An NGO..

- a) Can make profit up to 80%.
- b) Must invest all profit internally or to its social mission.
- c) Is the same as a social enterprise.

5: ZFWC is..

- a) An environmental initiative in Cyprus with an environmental, humanitarian and bicomunal/political aspect.
- b) A business that resells food to people in need in low prices.
- c) An initiative that is run by permanent staff.

6: A green entrepreneurship idea..

- a) Is a business that uses environmentally-friendly practices
- b) Can have an environmental objective at its core, while also addressing social, cultural, economic or political issues as secondary objectives.
- c) A green entrepreneurship idea must be a for-profit business.

7: Crowdfunding is..

- a) A practice through which multiple people donate small amounts of money to help someone collect money for a specific goal (build a business, create a new product etc)
- b) A gathering between entrepreneurs to discuss about business ideas
- c) Finding an investor to support a business idea

UNIT 3: CREATE A BUSINESS PLAN



ACTIVITY 1: SWOT ANALYSIS

As you work through each category in relation to your business idea, don't be too concerned about elaborating at first. Just capture the factors you believe are relevant in each of the four areas. Once you are finished, write down the items in each category from highest priority to lowest.

STRENGTHS (internal)	WEAKNESSES (internal)
OPPORTUNITIES (external)	THREATS (external)



ACTIVITY 2: DEVELOP A LEAN BUSINESS PLAN

Quickly create a Lean Business Plan for your business and document your business model on a single page in under 20 minutes. Lean Business Plan makes it easy to sketch out a one-page business plan and quickly test out new ideas. Use your Lean Plan to experiment with different ideas and figure out your perfect business strategy.

IDENTITY - Describe your business in one sentence. What do you do and who do you do it for?

PROBLEM WORTH SOLVING - Describe the problems that your potential customers have. Why do they need your products or services?

OUR SOLUTION - What is your product or service? Describe it here and how it solves your customer's problem.

TARGET MARKET - Who are your customers? Describe your ideal customer here and, if you know, how many and which types of customers you are targeting.

THE COMPETITION - What other products and services do your potential customers use today to solve their problems? How are you better than the competition?

SALES CHANNELS - Describe how you will sell to your customers. Will you sell directly to them at a storefront or with a website? Will you use a sales team or distributors? Describe your sales process here.

MARKETING ACTIVITIES - What are the primary ways you will use to reach your customers? If you will be advertising or using Personal Relations (PR), describe those activities here.

REVENUE - What are your primary revenue streams? Don't worry about listing specific revenue goals when you are early in the process. Instead, describe how you will make money and what products or services will generate that revenue.

EXPENSES - List your major expenses here. There's no need to go into a lot of detail in the early stages. Just list the areas that you expect to spend the most money on(e.g. rent, salaries etc).

MILESTONES - List your primary goals and objectives that you hope to achieve over the next few months. What do you need to get done to transform your business from idea to reality?

TEAM AND KEY ROLES – If you have business partners or need to hire key people to help you launch the business, list those people and positions here.

PARTNERS & RESOURCES – Some businesses need key partners in order to launch. Other businesses may have intellectual property or other resources that will help them get up and running. List those partners and resources here.



ASSESSMENT ACTIVITY TO TEST THE KNOWLEDGE AND SKILLS GAINED IN THIS UNIT:

Choose True or False.

1: All entrepreneurs should write a business plan before they get started.

Answer:

2: The business plan is a sales tool.

Answer:

3: You should tailor aspects of your business plan to appeal to readers with different priorities.

Answer:

4: The first section of your business plan is the executive summary. Think of this as the hook. It's your chance to infect the reader with excitement about what you have to offer.

Answer:

5: The business overview should include a description of your brand, values and mission.

Answer:

6: Feedback from focus groups and one-on-one conversations are methods of customer research.

Answer:

7: When working on competitor analysis just think about existing players.

Answer:

8: You should try to make your product universal and use the same language and channels to reach a teenager and a pensioner.

Answer:

9: Start-up job descriptions are often very broad.

Answer:

10: Your business plan doesn't need to include detailed financial information.

Answer:

UNIT 4: STARTING AS AN ENTREPRENEUR

ACTIVITY 1: IDENTIFY YOUR ENTREPRENEURIAL SKILLS

Read the table "EntreComp Overview" in the course manual. Keep in mind that in the table, the term "student" refers to anyone who undertakes a learning path in the course of their life. In this case, the student/learner is you. For each of the skills provided, answer the following questions:

1) Is it a skill that you recognise in yourself?

Yes

No

2) At what level?

Basic

Intermediate

Advance

Expert

3) Describe, giving concrete examples, situations in which, in the course of your work or your life, you believe you have brought into play that or those skills.

4) What are the skills you lack or would have to develop the most to become an entrepreneur?



ACTIVITY 2: WHAT'S YOUR PURPOSE?

Take some time by yourself. You will need a notebook and a pen for this activity. Describe in as much detail as possible the reasons why you want to start your own business/organisation/initiative, and why you want to start the specific type of business/organisation/initiative. Don't stop at the most obvious and superficial reasons such as, "I want to earn more". Be as detailed as possible and dig into the personal reasons why you want to do so. The more detailed and profound your motive is, the more it will help you to maintain determination when you feel tired or discouraged.



ACTIVITY 3: ASK THE OPINION OF THOSE WHO KNOW YOU BEST

The opinion of others about us is precious because it allows us to recognise our strengths and weaknesses as well as what we need to learn and grow. Ask five people you respect and who know you well the following and collect their responses.

"I'm doing a course on communication and collaboration with others. Please write down the words that you think describe my strengths and limitations in this area best. Be honest please, it's very important to me. Thank you."

Welcome what people will tell you and treasure it. You can then extract some trends in the responses, and if you feel that you agree with some of the limited competencies identified by your circle, you can start right away to improve them.



ASSESSMENT ACTIVITY TO TEST THE KNOWLEDGE AND SKILLS GAINED IN THIS UNIT:

1. According to the EntreComp Framework, what are the three areas in which entrepreneurial skills can be divided?

2. What are the skills related to the "Into Action" area?

3. Is there a single level to develop each skill or can entrepreneurial skills be developed at different levels?

4. Indicate at least 5 ways to keep yourself up to date about the current affairs which can help you maintain a vigilant business profile.

5. Is the statement, "One cannot, not communicate" true or false?

- True
- False

6. What are the main components of communication?

7. What is meant by non-verbal communication?

8. What is the main function of leadership in an organisation?

9. Choose the definition of conflict that is most in line with what you have read in this training unit

- a) A good leader must always avoid conflict
- b) Conflicts are always positive and allow the company to grow
- c) Conflicts are part of life, it is important to learn to manage them constructively

10. Choose the correct statement:

- a) To give good feedback, it is important to make specific and detailed observations
- b) Feedback is first and foremost a judgment on the person you give it to
- c) It is always better to avoid giving negative feedback to those who have made a mistake, because they could feel bad

UNIT 5: BUSINESS MANAGEMENT



ACTIVITY 1: CREATE A JOB OFFER

Instructions:

Step 1: Create a similar table for the job opening you are recruiting, including a series of interview questions that will assess a candidate's potential to succeed in meeting these requirements, as well as ideal answers.

Step 2: You will then practice with a partner by assigning them the role they are interviewing for while you interview them.

Step 3: You will then use reasoning to engage in a reflective discussion about the necessity of each skill, what they are lacking and the extent to they respond to each skill required.

Exercise:**Step 1:** Fill out the table below:

Job role	Soft skills	Practical skills	Experience	Qualifications	Interview questions

Step 2: Have a mock interview with a partner/colleague/friend to prepare for the interview you will conduct with applicants.**ACTIVITY 2: GDPR – FILL THE BLANKS**

Read the following passage describing how the implementation of the General Data Protection Regulation (GDPR) has impacted data collection and data sharing for businesses. Then, fill in the blank for the words or phrases missing in the sentences below the passage.

The GDPR was passed by the European Union (EU) in 2016 and set regulations for how companies manage and share personal data. Because of the GDPR, any time a company collects personal data on an EU citizen, they need to ask for explicit permission to do this, meaning people have more control of their personal information. Citizens also can revoke this consent due to the regulations set by the GDPR, and they can request that a company share all information they have collected on that person. This extends to companies based outside the EU and impacts how advertisers can target individuals online.

Essentially, the GDPR adds new requirements for companies that acquire user data secondhand, making it more transparent to see what a company is doing with your data. You can think of this as more ‘click to proceed’ boxes with text that is clearer and easier for users to understand.

This is changing the way companies use data to target ads behind the scenes. Companies now have to rethink how they approach analytics, logins, and advertising because the GDPR has implemented more restrictions on data sharing. Additionally, companies can be liable if data is breached from a sharing partner, and under the new rules, it is not entirely clear how this would impact involved parties in the legal sphere. Though there are still some grey areas to figure out, it is clear that implementing the rules of the GDPR is a step European countries have taken to increase data protection for individuals, and businesses who rely on user data for analytics and advertising now have to rethink their strategies moving forward.

While it is still early to see long-term impacts of these new regulations, it is clear that data breaches will become more costly for companies and it will become more expensive to share user data. This may impact small businesses the most, which could tip the scales further in favor of big companies. The GDPR could also result in a greater divide between the EU and the rest of the internet, impacting businesses in Europe and worldwide.

1. The GDPR was passed by the European Union in _____ and set regulations for how companies _____.
2. When a company collects data on an EU citizen, now because of the GDPR, they must _____.
3. One way you can see evidence of the GDPR's impact is the increase in _____ when browsing the internet.
4. The GDPR impacts how companies use data to _____.
5. Now that the GDPR has been implemented, data breaches will become more _____ for companies.
6. _____ businesses may be impacted by this the most, even though all businesses will be impacted by the implementation of the GDPR.



SELF-LEARNING ACTIVITY: THE BASICS OF RISK MANAGEMENT

Video 1: Search on Youtube: 'Health and safety risk assessment and management' by Health & Safety Executive.

Link: <https://www.youtube.com/watch?v=xyANahuhGs0>

Video 2: Search on Youtube: 'What is a Risk Assessment? | 4 Key Elements & How to Perform a Risk Assessment | SafetyCulture'

Link: <https://www.youtube.com/watch?v=sfQdP7WUYYQ>



ACTIVITY 3: DESIGN A RISK MANAGEMENT PLAN

Imagine you are in charge of a business. The table below highlights some potential risks that could arise. Fill in the column 'proposed risk-mitigation measures' with your ideas for how you would address each of the risks identified.

Number of Risk	Description of Risk Identified	Proposed Risk-Mitigation Measure
1	COVID -19 - travel restrictions - lockdown imposed - inability to come to office	
2	Dispute between employees - disagreement between employees of the same rank about individual responsibilities - tensions in the office	
3	Misunderstanding between manager and employee - employee is unsure of their responsibilities at the company - manager is hesitant to be firm with the employee	
4	Space must be accessible and adaptable for wheelchair users - the current office layout does not support this - it is a mandatory regulation that the company must comply with	



ACTIVITY 4: ENVISION YOUR COMPANY'S BUSINESS ENVIRONMENT

Imagine you are starting your own small business selling hand-made bracelets. Create a list of the requirements you will need for your company to succeed. You must create an inventory of what you will need at the start-up stage and how this will change as the business develops with increased profits and efficiency. As you are creating your list, consider the following questions:

1. How will your small business utilise technology?
2. Will you start the business alone or with co-workers? If with co-workers, what will you need to streamline communication? For example, as the company grows and roles diversify, you might need a centralised platform to communicate with various people in different locations.
3. Consider the current market—how will you overcome the competition you may face? How will you attract customers in a cost-effective manner? How might the budget change over time as the business grows? You may choose to start by breaking down and designating the budget to different departments within the business.
4. Take a look at your list so far of the things you will need for your company to succeed. Do you envision that, if the company grows over time, you might want to outsource production elements of the supply chain? Would you hire more employees in a particular department?

Answers:

1.

2.

3.

4.



ACTIVITY 5: PRACTISE MARKETING FOR A SMALL BUSINESS

Imagine you are a small business owner. Maybe you run a service business and are providing tutoring services in your community, or maybe you run a manufacturing business and are producing fresh juices out of your kitchen. Fill in the table below with ideas for how you can maximize marketing outreach to promote your business. The first row is completed for you as an example. Imagine that the next step would be to take all of these ideas and put them into a timeline to maximise the frequency of your marketing outreach.

Marketing Type	Target Audience	Materials Needed
Flyers	Local neighbours	Computer, paper, printer, printer ink, tape

UNIT 6: OVERCOMING OBSTACLES THROUGH ENTREPRENEURSHIP



ACTIVITY 1: ANALYSE A SUCCESSFUL ENTREPRENEURSHIP JOURNEY

Migrants who aspire to become entrepreneurs, are often faced with additional barriers in their path to entrepreneurship. Below we show you some such examples. Watch one of the videos below, in which stories of successful entrepreneurs are shared. After you watch the video(s) outline the challenges they faced and analyse the steps they took to address them. Below are some indicative questions to help navigate your analysis. Feel free to respond by adjusting the order and content of these questions/steps.

Video 1: Search on Youtube: 'An Immigrant Success Story: Building a \$55 Million Translation Business | Women Entrepreneurs.' Then, try to answer the questions below.

Link: <https://www.youtube.com/watch?v=nWXI5FHhmeQ>

Video 1: Search on Youtube: 'Arrival to Entrepreneur: An Immigrant Success Story'

Link: https://www.youtube.com/watch?v=pDjTY_q6zaM

1 - What triggered each idea?

2 - What kind of support did they have for developing their business idea?

3 - Did they set a goal of building a big business in the beginning?



ACTIVITY 2: THE CHALLENGES OF A NEW ENTREPRENEUR - HOW TO OVERCOME THEM

Below you will read two true stories of successful entrepreneurship. Please read both stories, and as a first step differentiate which is a successful story (stable business) and which is not (unstable business). After you do so, you can analyse what was done in each story and outline the things that a new entrepreneur should be careful with while running their own business:

Story 1: Khaleb, originally from Morocco but from a second-generation family in Madrid, Spain, began selling whatever he could on the street in the centre of Madrid. He was born in 1967, and he had no education or any kind of training, only family experience. Khaleb's father had a clothes stall in a street market in Madrid, which he later inherited. When the family realised that the stall was doing well, they started delivering clothes to houses. They advertised by word of mouth; while the supply of clothes at that time was notably smaller than it is today. Little by little, Khaleb started using his own house as a shop and, with the support of his brother, he found a place where he moved all the clothes sales in the centre of Madrid. Later on, he was able to open another shop in the neighbourhood where he lives. With the support of his wife and daughters, they kept the business going for several years, but they were unable to keep both shops profitable, so they closed the first one during the 2008 financial crisis. Nowadays, they keep receiving their main income from the shop in their neighbourhood.

Throughout the whole process, he received help from legal and administrative agencies. Through associations and friends, he was able to get these services free of charge, and he was always careful with the advice that he was being given. He says that he achieved to build a successful business by asking around and meeting people, some of whom from their religious community, as well as other small-business owners. Throughout his entrepreneurship journey, Khaleb invested heavily in expanding his network and utilising the skills of the people in his circle. Although he insists that he was very lucky, there is no doubt that the hard work that he and his family did was important to maintain the success of the shop.

Story 2: Abdou's family arrived in Madrid, Spain, 15 years ago. Although originally from Bangladesh, they had already been living for several years in Germany, where they had two daughters. After several years in a precarious job, Abdou managed to regularise his situation and decided to open a family business. In Madrid, there is a large community of Bengali people, with the most common businesses being Indian restaurants and call shops. Abdou, influenced by his acquaintances, decided to open a call shop. He and his family saw it as the only viable option to get additional income money, as they had little education. However, there were already many call shops in the area, so the business did not go well, and they had to close it down eventually. After this, also influenced by their community, they opened a fruit shop.

This business did not do well either, as there was a lot of competition in that neighbourhood. To address that, they opened a new green grocery shop in a different neighbourhood and, when they were sure that the second one was doing well, they closed the first one. To make it easier for them to move from one shop to another, they transferred the shops between acquaintances who were also in the business. Even so, Abdou worked as an employee in another greengrocer's shop to ensure a steady income at home. In this way, he got to maintain his family with the income of the shop and some other incomes from other jobs that he and his elder daughter were doing.

Throughout this process, they had problems managing everything in a different language with different laws. In this respect, Abdou was almost totally dependent on his eldest daughter. For the legal issues, they decided to hire an agency to take care of all the paperwork, but they were not familiar with the processes.

To analyse this activity, you can consider the following indicative questions, as well as your own after you read both stories.

1 - Which of the two entrepreneurship stories do you consider as the stable one and why?

2 - Why do you think the other entrepreneurship story is not a successful/stable business? Please elaborate.

3 - What do you think could make the unstable business become more stable and successful?

4 - How did Khaleb and Abdou get support to develop their business?

5 - How was Khaled and Abdou's attitude throughout their business journey? You can compare.

6 - What skills did they develop while running their business?

 **ACTIVITY 3: CHOOSE THE CORRECT ANSWER**

Based on the stories you have just read, choose three factors that you think are important to develop a successful and stable business.

- a. To develop it fast
- b. To be careful with the advice you follow
- c. To have a clear goal
- d. To trust in your good luck
- e. To have knowledge about the kind of business that you are developing

 **ACTIVITY 4: REFLECTION ON ENTREPRENEURSHIP**

Reflect about how the individuals above managed (or not) to turn their idea into a successful business by answering the questions below:

- Why did they choose to become entrepreneurs?
- Why did they choose the kind of business that they did?
- Did they all follow the same path?
- After studying these stories, do you still think you want to become an entrepreneur?
- What are the challenges and opportunities you may come across?

 **ASSESSMENT ACTIVITY TO TEST THE KNOWLEDGE AND SKILLS GAINED IN THIS UNIT:**

Why do people with a disadvantaged background have some important skills that are important for an entrepreneur?

ANNEX 1: SUPPORT IN COMPLETING THE ACTIVITIES

UNIT 1: LEGAL FRAMEWORK TO KICK-OFF A BUSINESS IDEA

Activity 1:

Complete on your own.

Unit Assessment Activity

1 - d

2a - business structure

2b - Sole proprietorship

2c -Partnerships

2d - Limited liability company

3 - a and d

4 - a1, b2, c4, d3

5 - a

UNIT 2: LABOUR MARKET RESEARCH

Activity 1:

Complete on your own.

Activity 2:

Complete on your own.

Activity 3:

Complete on your own.

Unit Assessment Activity

1 - a

2 - a

3 - b

4 - b

5 - a

6 - b

7 - a

UNIT 3: CREATE A BUSINESS PLAN

Activity 1:

Complete on your own.

Activity 2:

Complete on your own.

ANNEX 1: SUPPORT IN COMPLETING THE ACTIVITIES

Unit Assessment Activity

- 1 - True
- 2 - False
- 3 - True
- 4 - True
- 5 - True
- 6 - True
- 7 - False
- 8 - False
- 9 - True
- 10 - False

UNIT 4: STARTING AS AN ENTREPRENEUR

Activity 1:

Complete on your own.

Activity 2:

Complete on your own.

Activity 3:

Complete on your own.

Unit Assessment Activity

1 - Ideas & Opportunities; Resources; Into Action

2 - Learning through experience; Work with others; Coping with uncertainty, ambiguity & risk; Taking initiative; Planning & management

3 - Basic, Intermediate, Advance, Expert

4 - Indicative answers:

- Read the newspapers
- Watch the news
- Consult specialised magazines on your sector
- Subscribe to a trade association
- Consult experts on specific issues
- Learn from other entrepreneurs
- Attend up-skilling courses
- Learn from your mistakes
- Don't give up when faced with a challenge

5 - True

6 - The main components of communication are verbal, paraverbal, and nonverbal communication

7 - Non-verbal communication (NVC) is the transmission of messages or signals through a non-verbal platform such as eye contact, facial expressions, gestures, posture, and body language.

ANNEX 1: SUPPORT IN COMPLETING THE ACTIVITIES

8 - Being a leader means being able to keep the business needs in balance with those of the people who work within a particular enterprise. Leadership is first of all a function of balance between the different needs on the table.

9 - c

10 - a

UNIT 5: BUSINESS MANAGEMENT

Activity 1:

Complete on your own.

Activity 2:

1 -2016

2 - Manage and share data

3 - ask for explicit permission

4 - click to proceed boxes

5 - target advertising

6 - costly

7 - Small

Activity 3:

1 - The business should be up to date with national COVID-19 regulations and European travel restrictions; have a contingency plan to move meetings and tasks online where possible; assess the COVID-19 situation regularly and have a concrete plan in place for how employees can work-from-home if needed.

2 - There should be an established protocol for how to handle such situations. A formal manner of dispute resolution should always be implemented before the possible escalation of the conflict.

3 - The manager should be able to refer to an established handbook, contract, and/or guide that the employee has with the terms and conditions of their employment.

4 - The business should contact the landlord and if any issue arises regarding making the space adaptable, point to the national regulations that impose this (highlighting that it is legally required rather than a company preference).

Activity 4:

Complete on your own.

Activity 5:

Complete on your own.

ANNEX 1: SUPPORT IN COMPLETING THE ACTIVITIES

UNIT 6: OVERCOMING OBSTACLES THROUGH ENTREPRENEURSHIP

Activity 1:

Indicative Answers:

- 1 - An opportunity of doing punctual translations that started out as a favour and had very good results; the willingness to have an organisation embrace the diversity that she always lived with.
- 2 - Emotional and financial; support from family and friends; support to improve their knowledge by utilising their experiences as migrants.
- 3 - No, they didn't. At first, they just had the idea of developing a simple business, but after they successfully met their goals in the beginning, they continued expanding their businesses.

Activity 2:

Indicative answers:

1 - Khaled's story is the stable one. He developed his business with hard work over the years, growing little by little. He maintained the same kind of business, in which he was experienced, and utilised his support circle and network. He remained focus on his goal and was a problem-solver when it came to overcoming the challenges he faced.

2 - Abdou's story is the unstable one. Even though he and his family have always been very hard working, they didn't have a clear idea about which kind of business they wanted to run, so they were jumping from one business idea to another. It is good to be flexible and adapt to the situation, but it is also important to act considering your experience and the market niche that you are targeting.

3 - Abdou's story might be unstable, but not completely successful as he and his family got an important income from the business. However, it would possibly be more stable if Abdou learned Spanish so that he could also attract the native population too. It would also be important for Abdou to analyse the market needs in the area, before opening up a business.

4 - By consulting with their network, getting support from their family, and by paying for legal support services.

5 - They kept trying to develop a business, no matter what inconveniences they had to overcome. However, Khaleb was more careful with the business decisions he was making, while Abdou appeared to be impulsive in some cases.

6 - Patience, resilience, business knowledge, social relationships, problem solving, prioritisation, responding to challenges.

Activity 3:

1 - b, c, e

Activity 4:

Complete on your own.

Unit Assessment Activity

Indicative answer: During their life experience they might face more difficulties than other people. Of course, this makes some things more complicated, however, hardships often build character and skills, that can be useful in an entrepreneurial endeavour.