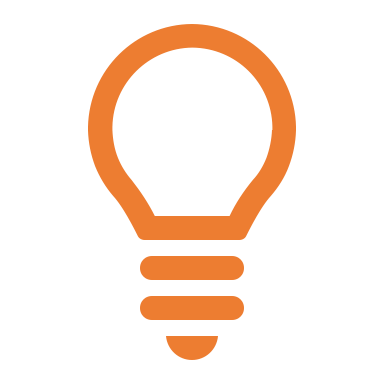
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name: C1\_S2\_5**

**PBL title: The learner is expected to identify and seize opportunities to create value**



**Project Idea**

Ludwik started his adventure with business while still studying Management at one of the Universities in the South of Warsaw. The impulse was the replacement of the pre-war tiles in a beautiful tenement house in the nearby Konstancin Jeziorna. The owner wanted to sell the tile for a small amount, counting primarily on its quick disposal in the area of ​​the renovated property. Then the young entrepreneur paid for the money he saved during his studies for the removal of roof tiles and within three days he found people willing to buy it for a much larger amount. After the profitable transaction was completed, he settled with the owner. It was the first self-earned money. The reinforcement effect worked and the young entrepreneur started looking for more opportunities. Good money was also brought by the sale of wood from demolished residential and farm buildings, which often dates back to the beginning of the 20th century. Recipients of this wood praise the unique nature of this age-old raw material, which differs in favor of the currently produced wood from fast-growing forests. The entrepreneur obtained wood from demolished buildings for a symbolic small fee. Instead, he carried out a complete demolition of these buildings and undertook to clear the area under the buildings. He sold the obtained wood at very attractive prices to craftsmen producing stylish furniture for apartments, houses and various business premises, including cafes and restaurants. Ludwik was proud that it was he who initiated this form of production of new furniture based on old or rather mature and unique raw material. Soon his own company became Ludwik's passion.



**Driving Question(s)**

1. What is the development potential of Ludwika's company and what does it result from? Justify.

2. What are the sources of the competitive advantage of Ludwika's company?

3. What are the possible directions of development of his company? Provide a rationale.

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**Objectives**

*• Familiarizing students with the concept of market opportunities.*

*• Defining factors that need to be considered in order to identify opportunities.*

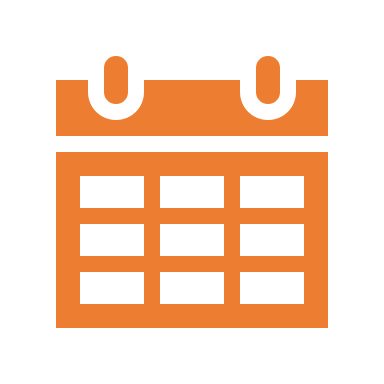


**Tasks**

* *Design an initial concept for the operation of the company as part of the implementation of the blue ocean strategy. Create a Flipchart material that can be presented to potential entrepreneurs.*
* *Determine what the way the company will operate will look like. Can competition be considered no longer important?*
* *Try to find the blue ocean make sense for all types of business. Justify your answer.*
* *Explain methods and behaviors that increase the chance of seeing opportunities*



**Notes**



**Project Plan**