**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: C3\_S2\_6**

**PBL title: The learner is expected to show high level of creativity to cope with potential challenges**

 

**Project Idea**

Creating a business is a creative process, but it requires consistency and regularity. A tool that can help with these processes is a well-built business model that is discussed elsewhere in this exercise. Like a business plan, the business model also helps the entrepreneur to clarify the concept of the company. Although the business model is less detailed, it is more flexible and allows for the efficient development of various variants of a given business idea during the concept preparation period. It also allows you to measure how the solution will affect the results achieved. It is possible to carry out a sensitivity analysis of a given planned project with relatively little effort. However, as practice shows, many entrepreneurs who start a business are skeptical about planning. This reluctance results, among others, from the need to spend a certain amount of effort and resources on this work. There are never too many such resources at the moment of starting a business, and devoting them to something that is not directly related to the essence of the business, is treated as an unnecessary expense. It is also often encountered that in the conditions of dynamics and chaos, which often accompany starting a company, all kinds of plans are useless because they allegedly stiffen and inhibit creativity. On the other hand, it is at least as easy to find entrepreneurs who are in trouble due to poor planning. Planning is neither a condition for success, nor a source of failure, although it can contribute to both. However, you have to remember that planning is one of the basic functions of managing a small business. Present in the form of a draft a plan for using the key resources necessary to start the business.



**Driving Question(s)**

1. What can you realistically plan the level of necessary resources to start a business? Justify by indicating objective and subjective difficulties in their planning.

2. Consider how often you use divergent thinking in practice?

3. In what situations do you do this most often?



**Objectives**

* *Familiarizing students with the concept of resource planning necessary to start a company.*
* *Determining the factors influencing the need to plan the business to be launched.*



**Tasks**

*Consider whether:*

*• All machines, raw materials and technologies that you will use in the company are available on the market and can be purchased without excessive waiting?*

*• Technology to be, inter alia, source of competitive advantage, is not patented in any part?*

*• The activity that you are planning does not require a license, certification or obtaining other, above-standard, permits.*

*What actions should be taken to solve possible problems related to the above issues? Present the results of these analyzes in the form of alternative and feasible solutions, especially with regard to those resources that are considered difficult to access at the planning stage and somehow limiting the planned business.*

*The working time, including the preparation of flipcharts, is approximately 4 hours.*



**Notes**



**Project Plan**