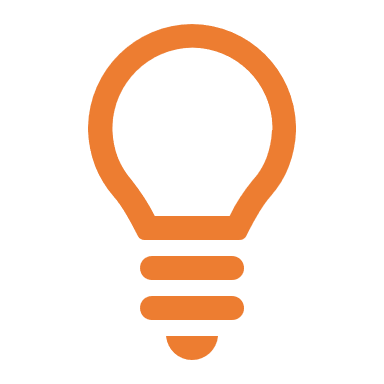
**Project – Based Learning (PBL)**

**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: C4\_S2\_5**

**PBL title: Identifying the potential of a business idea**



**Project Idea**

*Summarize challenge, scenario or problem. How would you describe the project to the trainees? What will students do / learn?*

Knowing the difference between an idea and a concept is often very hard. Therefore, trainees need to know the difference, be able to develop a business idea and come up with a concept which is the first step towards a business plan.

Trainees will either develop their own business idea in the ideation phase of the design thinking process which will be tackled or will focus on a scenario which is up-to-date. The scenario can be the dependency on oil and gas and energy switch, shortages in the regional supply chain, sustainability measures to boost local tourism and create awareness, … For such a current problem a business idea needs to be developed but not only a business idea but also a concept.



**Driving Question(s)**

*Projects should be framed by challenging and open-ended question(s)*

1. What are potential solutions/business ideas that can solve the current problem?
2. Which are the most important components of a business concept and with which template can it be developed? Why is it important to follow a strategic approach?



**Objectives**

*Please describe and list the objectives here*

* *Identify a current problem within the society to develop a solution for it*
* *Knowing the importance of a business concept in the business development phase*
* *Understanding the major content components and being able to develop them in teams based on a pre-developed business idea*



**Tasks**

*What task(s) / requirements should the students complete?*

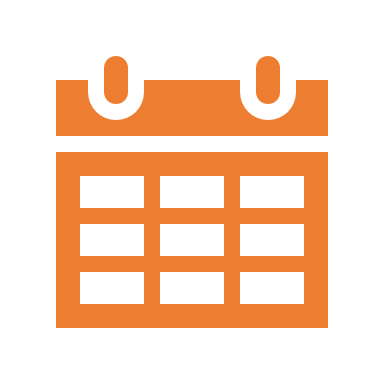
* *Check once more on the ideation phase within the design thinking process and the business concept and its components*
* *Think about a possible problem to which a solution/business idea needs to be found – it can also be the suggested scenario.*
* *Decide on the implementation mode of the exercise – form groups or individually*
* *Work with the template on the business concept development*
* *Support the students in integrating the most relevant information into the template to ensure good quality and added value for the students*
* *Have a discussion with the students on the content parts developed*



**Notes**

*This is where students can record their ideas and research as they gather the information needed to complete their project*

*….*



**Project Plan**

*After research, this is where students will write down the plan for their project*