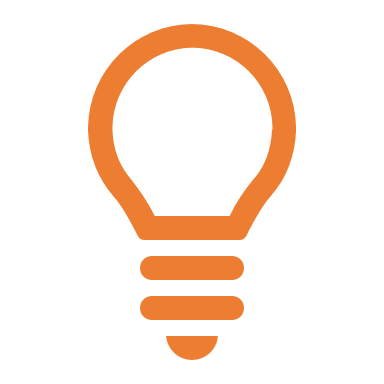
**Project – Based Learning (PBL)**

**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:**

**PBL title: The student is expected to be able to build an organization capable of creating value**



**Project Idea**

*The scenario is depicted in the movie The Founder with the McDonald's success story.*

*The film shows how a company can become successful and how the organization, the choice of people, their formation and in general the management of human capital, is absolutely important to create value.*



**Driving Question(s)**

1. What is meant by value?
2. What is quality for McDonald's?
3. What are the characteristics of an organization that was born to create value products and services?
4. What are the consequences of the wrong choice of the first new managers?
5. What characteristics must the manager of a MC have and where were they chosen?
6. What is meant by key activity? And for support activities?
7. What is meant by an internal customer?
8. What is meant by a value proposition? And how can it be described??



**Objectives**

*Understanding what are the levers and the steps to build an organization capable of creating value. First of all it is necessary to understand the concept of division of labor and the description of a professional role in terms of utility to be produced, of identifying the knowledge, skills and competences that an individual must have to be included in an organization and how it must be clearly described the role and related responsibilities*



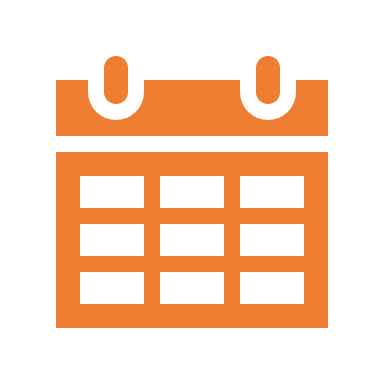
**Tasks**

*Students must compose the PBMC of di Mc and describe the strategy that the entrepreneur followed to assert her products and fight with the competition*



**Notes**

*….*



**Project Plan**

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

*….*