



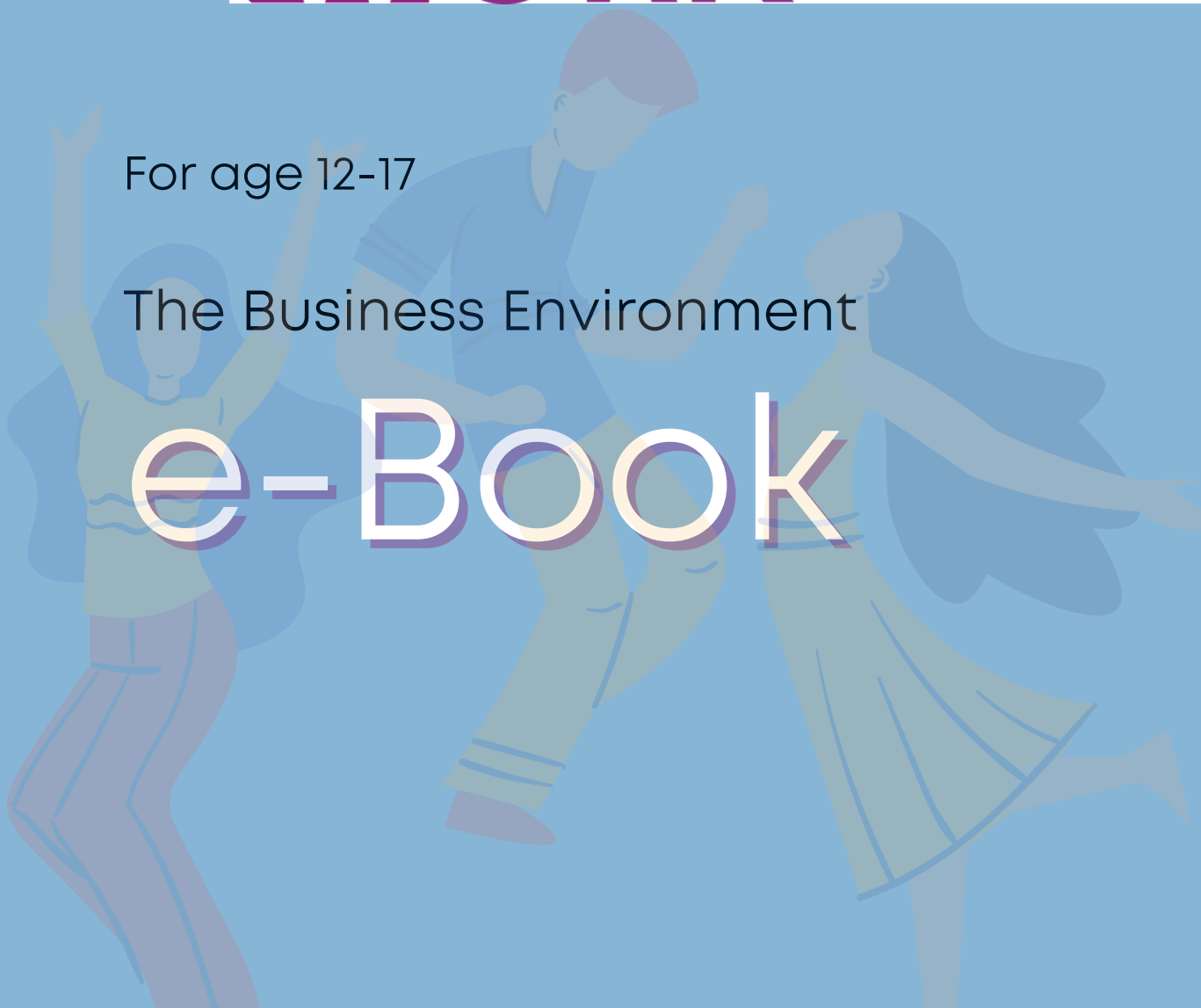
Click [here](#) to watch introduction video

# THE DIDACTIC MINE <sup>OF</sup> YOUTH WORK

For age 12-17

The Business Environment

# e-BOOK



# The Business Environment

## Overview

The activity brings the participants to reflect on the positive impact that a company can have on society. Divided into small groups the participants will create businesses that give answers to some needs of the society. The accent is put on “business = solution for a problem of the community”.

It explores the concepts of business environment, sustainability, and decision-making for the good of the business and the community. The business environment may offer many opportunities to the entrepreneur although it may also create difficult obstacles. And this is the concept that this activity brings up!

## Learning objectives

- Helping to understand what impact a business can have on the society in which it is functioning.
- Exploring the concept of business environment and the consequences that this can have on the choices that an entrepreneur should take.
- Exploring the nature of entrepreneurship and the personal issues with which an entrepreneur must deal with.
- Practicing decision-making skills.
- Learning how to listen to others' ideas and accept that others' ideas could be better than ours.





### Age

12-17 years old.



### Time

80-90 minutes.



### Group Size

From 6 to 30 participants.



### Materials

- 1 Flipchart and flipchart board.
- Video projector.
- Laptop.
- Make sure that there is at least 1 laptop per group.
- Stable internet connection.
- Access to one digital platform where the results of the group work can be stored and available also after the activity is finished.
- Spare/recycled paper where participants can take notes.
- Pens.
- Markers.





## Preparation

- Study the concept of the business environment before setting up the details of the activity.
- Prepare a short presentation to explain the concepts of business environment and social entrepreneurship (if you wish to introduce this theme). Choose any suitable tools for the group you are going to work with (short video, PPT or other presentation tool slides, digital interactive tool...).
- It is strongly recommended to use digital support to collect the ideas that the groups will elaborate on to leave the outputs available after the activity is concluded. Therefore, make sure to prepare the digital space before starting the activity.



## Description

1. Introduce the concept of business environment.
2. Invite participants to reflect on social challenges that are present in their local context and ask them to write down all their findings. Give them 10 min.
3. Make a small working team of 5/6 people.
4. Ask participants within the subgroup to share their results and to choose the social challenge(s) they find most interesting for the group. Give them 10 min.



5. Each team needs to elaborate on a product or a service that can tackle the challenge(s) identified. Ask each group to prepare a two-minute presentation to share the idea they elaborate on and a logo.

- They should underline the social value and impact of their idea and the elements of the business environment that they took into consideration.
- Each group should give a title to their invention and write it down on the flipchart or a specific column of the digital platform. Give them 30 min.

6. Once the groups are ready invite them to present their ideas; Advice to pay attention to the presentations as at the end they will have to give their vote to the one they will find as the most innovative.

- Set a time limit, in general, 3-4 min should be enough; do not allow more than 5 minutes each.

7. Give now one pin to each participant, this will be the way to express their vote. They will place the pin to the most interesting invention. Participants cannot vote for their own ideas. The team that gets more pins is the winning team.

8. The facilitator can close the activity with a short debriefing about the process and lead the group to reflect on the role of an entrepreneur in society and the value of social inclusion in business sharing a video (2:27 min) context of this activity, it helps in identifying ideas development





## Tips for facilitators

- We would suggest playing this activity after the one named “Who is an entrepreneur?”, this could help to better fix the traits of an entrepreneur.
- When you are presenting the concept of the business environment and depending on the preparation and interest of the group, you may like to differentiate between:

### **External Macro Environment factors** (beyond the control of a specific organization):

- External Macro Environment factors (beyond the control of a specific organization):
  - Economic Conditions: Such as unemployment rates, inflation rates, and economic growth.
  - Socio-Cultural Factors: Including cultural norms, demographics, and social trends.
  - Political and Legal Factors: Government policies, regulations, and stability.
  - Technological Advancements: Innovations that impact industries and operations.
  - Environmental Concerns: Factors related to sustainability and environmental regulations.
- External Microenvironment factors (closer to the organization):
  - Customers: Their preferences, needs, and buying behavior.
  - Suppliers: The availability and reliability of suppliers.
  - Competitors: The competitive landscape within the industry.
  - Market Trends: Emerging trends in the market that can influence the business.



- Stakeholders: The interests and expectations of various stakeholders, including shareholders, employees, groups of interests, and the community.
- Society's opinion and its valuation of entrepreneurship affect the business environment.
- It is therefore necessary to look at entrepreneurship in a wider context, taking in high consideration the social impact of a business, or the risk of having the whole community against the entrepreneur is high.
- If you decide to use any digital platform instead of flipcharts to present innovative ideas, then find a virtual pin ("like" for example) that can be placed on the idea.

### Variations

- At point 8 according to the interest of the group you can introduce the concept of social entrepreneurship taking inspiration from the video and preparing a basic presentation to invite the participant to explore more.

### References

The activity is based on Module 1.2 of the "[Educational Modules to increase entrepreneurial skills](#)" developed for the ESTEEM project - Enhance and Stimulate Trust while Exploring new forms of Entrepreneurship Modules.

