

Choosing an Enterprise Idea *Unit 5: Our Enterprise*



Objectives

By the end of the lesson, the students will be able to:

- a) Get to know institutions that are there to provide social support, security, and recreation.
- b) Identify whom in the family and community they can turn to.



Instruction

1. Introduce the following concept of an Enterprise to the students: An enterprise is an initiative or project with a particular purpose. The purpose may be to generate income; to benefit a group of people, community or environment; or to raise awareness about an important issue. An enterprise requires the organisation of activities.
2. Inform the students that enterprises can be of a different nature and that sometimes they can also be a combination. Write three different types of enterprise, and their purpose, on the board:
 - **Social Enterprise:** to benefit a group of people or community, or to raise awareness about an important issue.
 - **Financial Enterprise:** to generate income.
 - **Environmental Enterprise:** to take care of the environment, so that future generations can enjoy what we enjoy.
3. Ask the students if they can identify the type (or combination) of enterprise each story describes. Ask a different student to read out each of the four stories.
 - **Tajikistan:** To generate savings, Aflatoun Club members from rural schools in Spitamen bought young rabbits in the market. They fed the rabbits for three months and then sold them at a profit. The earnings were used in their school fair to celebrate the *Navruz* (New Year) holiday.
 - **Mozambique:** Aflatoun Club members participated in a clean up around their communities as a way of contributing to their community and, at the same time, to raise awareness about taking care of the environment.
 - **India:** In a community where tobacco chewing had become a common unhealthy habit, Aflatoun Club members started awareness campaigns for the elders. They also collected tobacco butts around the community, and performed a symbolic burning of these. Another Club performed a play to encourage community members to seek medical care from health facilities and not from 'quack' doctors.
4. Inform the students that they will be required to work in groups to come up with some enterprise ideas, but that they are first to establish, as a class, criteria for choosing the best ideas (for example: creativity; involving many people; fun factor; greatest impact on people; easy to carry out; inexpensive; etc). Have them ask themselves:
 - What will make an enterprise 'great'?
5. Write their criteria on the board or flipchart so that the students can see them easily later.
6. Next, divide the students into groups of five and ask them to brainstorm amongst each other to identify two enterprise ideas per group. Encourage the students to identify enterprises that are a mix of the three different types.

7. Draw the table shown below on the board, and ask the students to rate each idea from 1 to 5 for each of the criteria they agreed upon earlier (with 1 being the worst score, and 5 being the best). Explain that each criteria should be worded positively, for example they should use 'cost effective' and not use 'expensive'.

	Enterprise idea 1	Enterprise idea 2	Enterprise idea 3	Enterprise idea ...	Enterprise idea ...
Criteria 1					
Criteria 2					
Criteria 3					
Criteria 4					
TOTAL POINTS					

8. You can give the following example if you wish: The Incredible Investigators Club chose three criteria: creativity, low cost and fun. They had two enterprise ideas: One is super creative and fun, but quite expensive to carry out. The other idea is less fun, not very creative and also a bit expensive. This is how their table looks:

Criteria	Enterprise idea 1	Enterprise idea 2
Creativity	5	2
Low cost	2	3
Fun	5	3
TOTAL POINTS	12	8

9. Ask students which idea do you think they will choose?
10. Allow the students to calculate the total points of their enterprise ideas, and to choose/vote on one from the ideas that have the highest points. If they are not satisfied with their result, encourage them to discuss whether the criteria established were indeed the best criteria. Ask them the following questions:
- Which other criteria should we include?
 - Are there criteria worth more than other criteria?