

mind REset

Programme Modules

Units	Goals The students should be able:
Lesson 1: “The Cycle of Life”	<ul style="list-style-type: none"> • To recognize the increased use of plastic in daily life. • To comprehend the consequences from the use of plastic in the community, their country and on an international level. • To name and explain the 5 fields of action through which they will be called to act. • To develop environmental consciousness and contribute to the preservation of the environment as conscientious citizens and future businesspeople.
Lesson 2: “Defining the Problem-Finding the Idea”	<ul style="list-style-type: none"> • To spot the problem for which they will be called to offer solutions and comprehend it. • To comprehend the concepts business-product-service • To comprehend the added value of a product or service. • To find their own idea which they will be asked to materialize later on. • To know what a market research is and the unique selling proposition and why they are important for a business.
Lesson 3: “The Production”	<ul style="list-style-type: none"> • To fully comprehend the concept of production and which are the types of production. • To estimate the production cost per unit for their product -service. • To know how to find the resources for covering their costs. • To determine the price of their product-service in order to have profit. • To have a clear design for their product – service. • To move to the phase of production of their product – service.
Lesson 4: “Marketing-Branding”	<ul style="list-style-type: none"> • To understand what is marketing and why it is used by businesses. • To know what is branding of a business as well as the concepts of branding, logos and slogans. • To know how to determine their business’s marketing strategy. • To know what an advertisement is, which are its types and the benefits a business can obtain from a smart ad. • To prepare their own ad campaign.
Lesson 5: “Time to Take-Off”	<p>Goals:</p> <p>The students should be able:</p> <ul style="list-style-type: none"> • To know how to set up trade stands for selling their products. • To know how to prepare pitches for their products – services and what to pay attention to when they prepare these pitches. • To prepare their own pitch for their own product -service. • To present their ideas to the public.