



# DEVELOPING ENTREPRENEURSHIP

School-to-work educational path



Erasmus+



# Target group

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Students

4th year (18 years old)

Departments involved

Business and Fashion





# Outcomes and outputs

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## Outcomes

- Creating a tour operator called “DiscoveringEurope.com”
- Launching “Bath for everyone discovering pack”

## Outputs

- Learning and developing new skills: entrepreneurship, linguistic, social and communicative, technical (design), marketing





# Subjects involved and expected learning objectives

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## Marketing

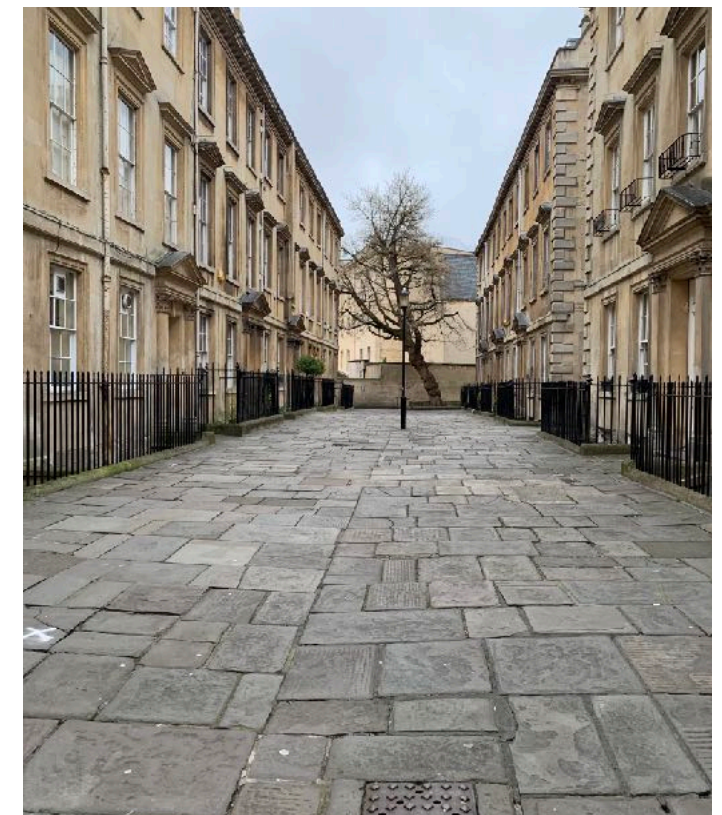
Creating a corporate identity, promoting services, business planning

## Business

Managing company administration

## Design

Creating a coordinated image (logo and merchandising)





# Subjects involved and expected learning objectives

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## English

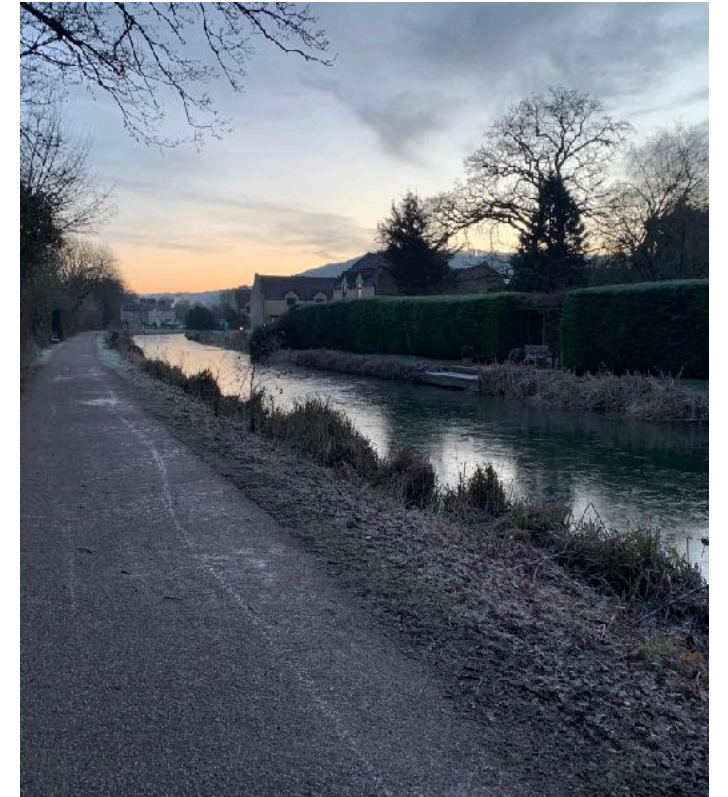
Learning new vocabulary for specific purposes: business, marketing, tourism, design, history of fashion

## ICT

Creating, developing and managing website and apps

## History of Art

Historical research





# Bath for everyone discovering pack

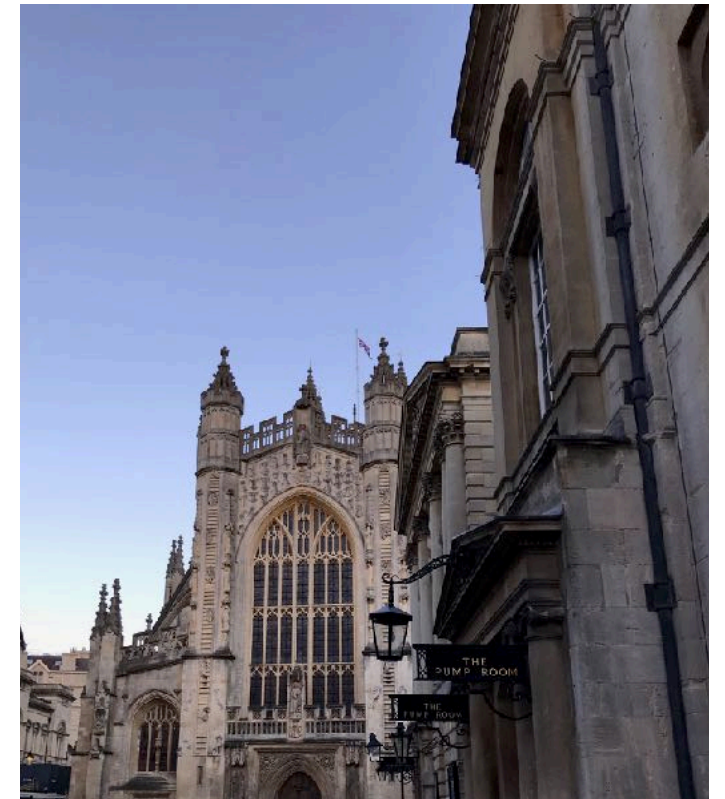
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Students will create the discovering pack which will include

- proposed experiences:
  - walking tour of Bath, visiting Roman Baths and Jane Austen Centre, enjoying a traditional afternoon tea
  - morning jogging in the city parks
  - a day out cycling along the Avon and the canals
  - an overnight experience on a boathouse
- Travelling and accomodation
- Food experiences









“Indulge your imagination in every possible flight”

**JANE AUSTEN**  
*Pride and Prejudice*



# Thanks for your attention

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