

ISTITUTO PROFESSIONALE STATALE SOCIO - COMMERCIALE - ARTIGIANALE

**“CATTANEO - DELEDDA” MODENA**

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**A CHALLENGE IN EUROPEAN PROFESSIONAL DEVELOPMENT**



EC Project Number: 2018-1-IT02-KA101-047792

Key Action: Learning Mobility of Individuals

Action Type: School education staff mobility



**ETI Malta Course**

# ENTREPRENEURSHIP

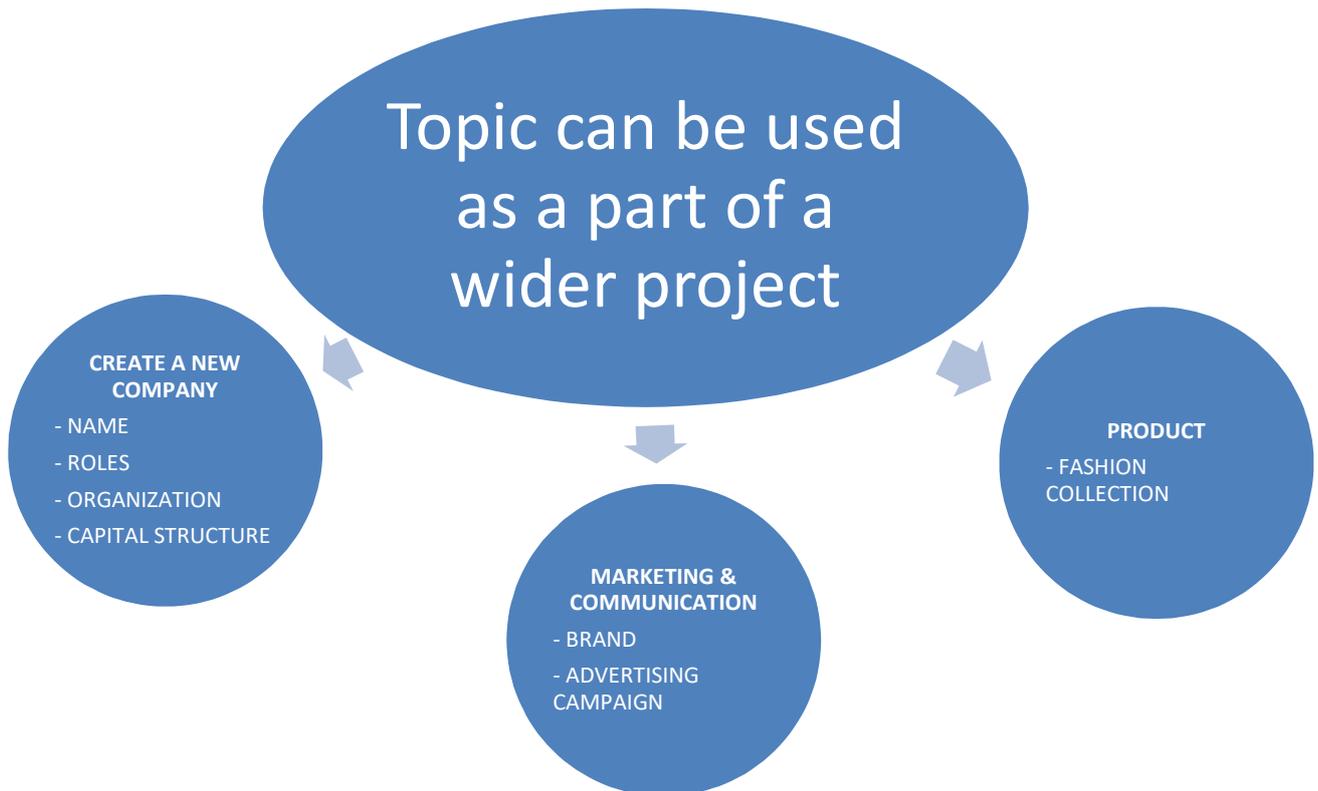
**CLIL PROJECT**

Docente: Barbara Davino, Veronica Fossa - 15-19 July 2019

2019

# TOPIC

Entrepreneurship is the process of **designing, launching** and **running** a **new business** in order to make a **profit**.



# THE 5CS

## CONTENT

1. ENTREPRENEURSHIP
  - Definition
  - Steps to create a new company

2. MARKETING
  - Definition
  - Differences between strategic and operative marketing



3. BRAND COMMUNICATION
  - BRAND:
    - Elements
    - Create their own
  - ADVERTISING:
    - Elements
    - Create their own



4. STRATEGIC PLANNING
  - ORGANIZATION CHART
  - CAPITAL STRUCTURE:
    - Assets
    - Liabilities

## COGNITION

1. CONCEPTUAL KNOWLEDGE
  - a. Describe and define
  - b. Compare
2. PROCEDURAL KNOWLEDGE
  - a. Apply procedures
  - b. Evaluate and test ideas
3. CREATION
  - a. Develop a strategy
  - b. Create an outcome

## COMMUNICATION

1. USE OF THE KEY VOCABULARY
2. DISCUSSING IDEAS
3. EVALUATING
  - a. Giving opinions
  - b. Asking for opinions
  - c. Agree/disagree
4. PRESENTING OUTCOMES

## COMPETENCIES

2. PLANNING
3. COOPERATION AND TEAMWORK
4. EVALUATION
5. COMMUNICATION SKILLS
6. PROBLEM SOLVING
7. RESPONSIBILITY

## COMMUNITY

Students will act:

1. LOCAL:
  - a. Connecting different parts of a wider project
  - b. Collaborating students of other schools or departments
2. GLOBAL:
  - a. Connecting school from different countries
  - b. Sharing the experience

# RUBRIC

| CRITERIA / DESCRIPTORS                     | A<br>EXCELLENT                                     | B<br>GOOD  | C<br>ADEGUATE  | D<br>POOR  |
|--|--|--|--|--|
| <b>1. USE OF TOPIC-SPECIFIC VOCABULARY</b> | All new words used appropriately                   | Most of new words used appropriately                     | Some new words used appropriately                            | Few new words used appropriately                                 |
| <b>2. LAYOUT AND ATTRACTIVENESS OF ADV</b> | Professional                                       | Attractive but with mistakes or missing info             | Attractive but with mistakes and missing info                | Not attractive and with mistakes                                 |
| <b>3. TEAM WORK</b>                        | The team worked well.<br><br>Adv completed on time | The team worked often well.<br><br>Adv completed on time | The team worked sometimes well.<br><br>Adv completed on time | The team worked sometimes well.<br><br>Adv not completed on time |
| <b>4. COMMUNICATION</b>                    | Notes not read                                     | Notes sometimes read                                     | Notes read most of the time                                  | Notes completely read  |
| <b>5. ORIGINALITY</b>                      | Students added originality to their outcome        | Students added a little originality to their outcome     | Students used only content given                             | Poor and not completed outcome                                   |