chat, commenting, more, review, typing icon **Title:** **Small business ideas**

* **Annotation:**

When initiating a small business, there are many factors that must be considered before starting it. This activity will present different small business ideas and explain how to choose a business depending on different factors.

**Key Competencies:**



To understand principles of entrepreneurship.

chat, circuit, comment, communication, digital icon **Expected Output:**

Learners increase their knowledge about small businesses; learners select which kind of businesses better suit their local community.

**Keywords:**



Small business.

* **Objective of the course:**

To know and to select different small businesses according to local communities’ needs.

* **Theoretical part – explanation of the content:**

This activity will help learners to know different kinds of small businesses and help them choosing the right ones according local communities’ needs.

1. Show video 1: you can turn on the automatic subtitles in your language.

2. After visioning it, ask learners to individually answer question 1 (Which idea do I prefer? Why?).

3. Show video 2: you can turn on the automatic subtitles in your language.

4. After visioning it, ask learners to individually answer questions 2 and 3 (Which idea I think suits better the local needs? Why?; Which idea I think would be more profitable? Why?).

3. Divide the group in small groups of 3 or 4 persons. Each group should debate their individual options and come to an agreement for answers 1a, 2a and 3a (group answers). They should be remembered that they would have little investment capacity when choosing a business. After finishing, they answer individually to question 4.

4. Each group should elect a spokesperson that shares with all groups their final options justifying them. If it is the case, elements of the group that had different ideas at the beginning explain what made them change their initial option.

**References:**

Video 1 - [20 Small Business Ideas for College Students](https://www.youtube.com/watch?v=w5tsGqiQCdA)

Video 2 - [How To Choose A Market For Your Startup Or Small Business](https://www.youtube.com/watch?v=b84wKeoQ0Oo)