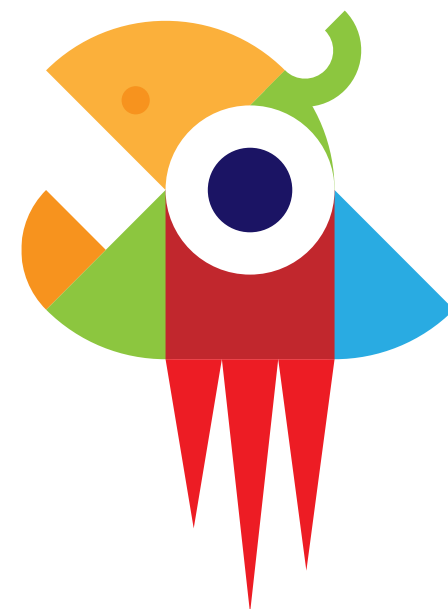




Business planning (Supplementary presentation to the interactive game) Izabela Nielsen - Aalborg University



Scenario Based Learning

Agenda

1. Principles of a lecture
2. Storyline 1
3. Storyline 2
4. Good practices and summary



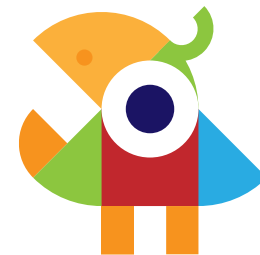
01.

Principles of a lecture



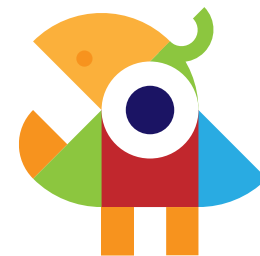
Principles of a lecture

- **Goal of a lecture: How to start your own business**
- **Characteristics of a lecture: Follow the teacher's instructions as presented**
- **Support tools: Interactive game**

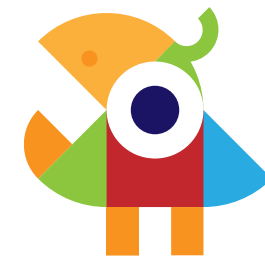
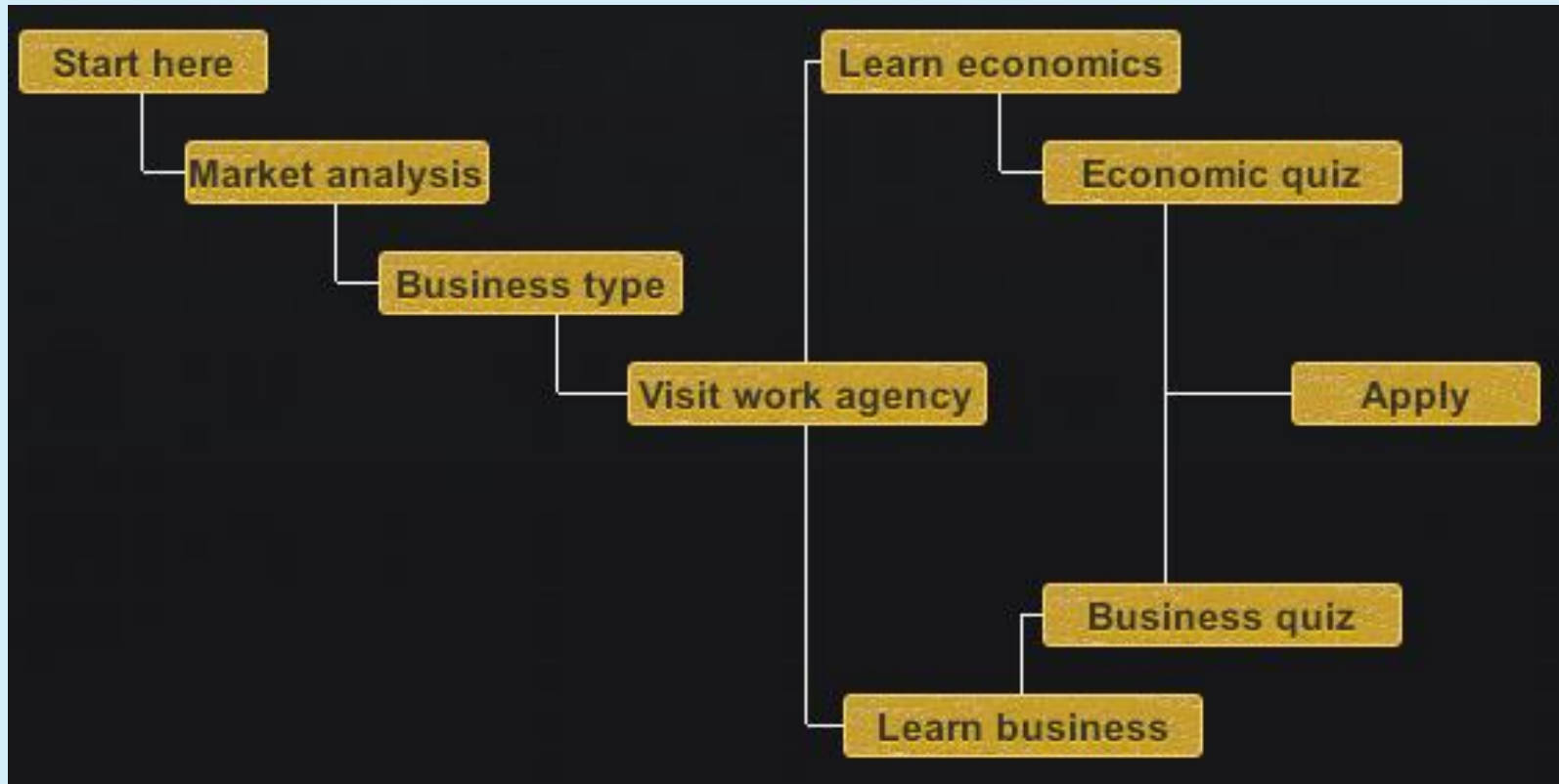


Principles of a lecture

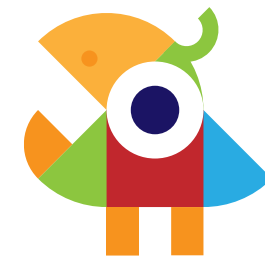
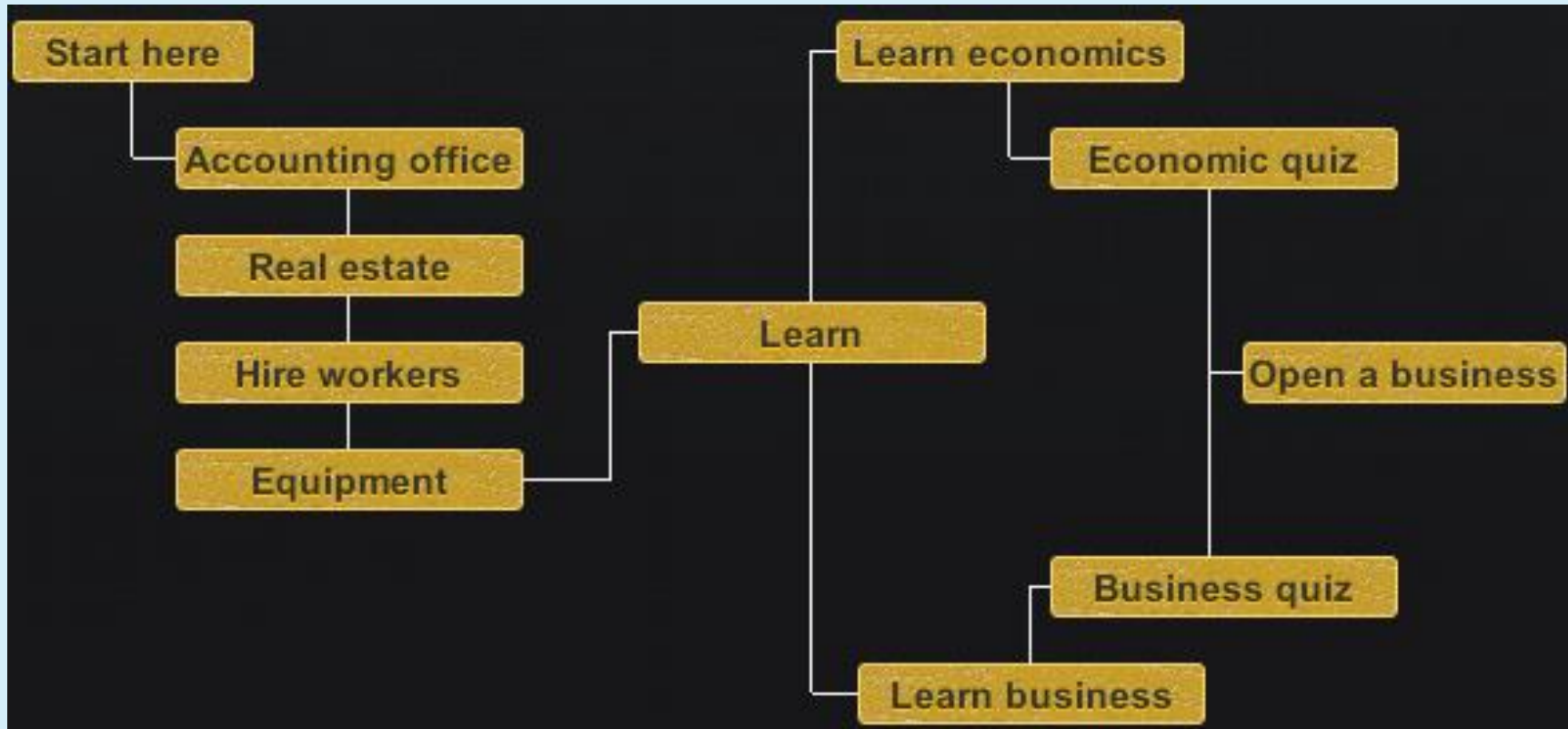
- **Given a lecture in which the game app is used as the main teaching aid. To make it easier to introduce students to how to use the game, the following presentation has been prepared in accordance with Scenario Based Learning.**



Storyline 1



Storyline 2



02.

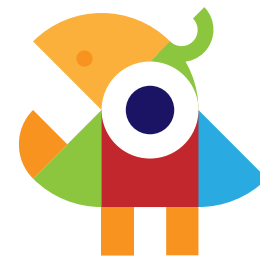
Storyline 1



Start Here

Let's start The Game!

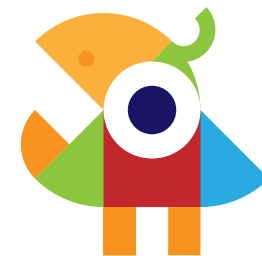
You are just starting a game that will teach you how to open own business. For this you have to go through the storyline, get knowledge and pass the quiz.



Market Analysis

Prepare market analysis

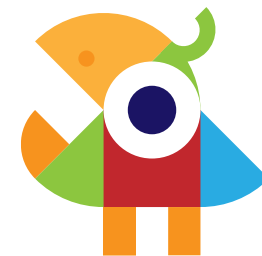
Start with market research. Research what is popular and where are the business niches.



Recognize Business Type

Recognize business type

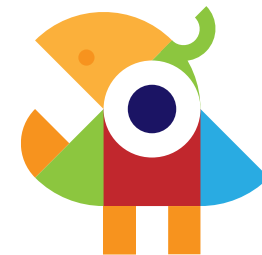
The choice of industry, type of business will affect your further steps. Remember that a popular field means high competition, while a niche market means high risk.
This scenario will use the example of a bar/restaurant.



Work agency

In work agency

You already know the rules of the game, so you can go to the work agency. The placement agency will refer you to an economics course so that you can then apply for a grant. You should learn rhythmic improvisation at the same time. Are your ready?



Learn economics

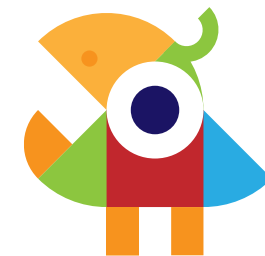
- **At this stage you should know what it is:**
 - Market
 - Scarcity
 - Opportunity cost
 - Price

Market

Market is an institution that allows exchange goods, services and factors of production. In other words, market is the process by which the prices of goods and services are established. Music club is like any other enterprise. You have to do your best, and you can't forget, that a music club does not exist/operate in isolation from the market. And the market economy has its own rules!

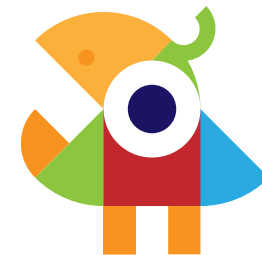
Scarcity

Scarcity is the basic economic problem. It refers to limited resources and unlimited human needs. Scarcity means that there are not enough resources to produce or delivering services of everything that people need. Because of scarcity we all need to make choices.



Economic quiz - 1

- **Take a confidential test in game app**
- **Each student solves independently!**
- **The minimum score is 11 points**

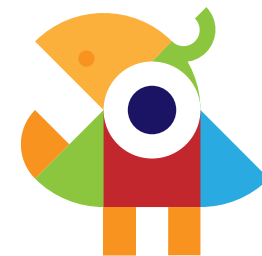


Learn Your Business

Learn business

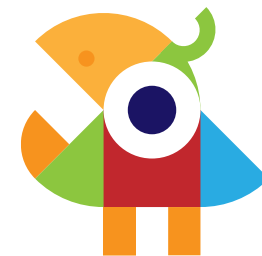
In parallel with gaining economic knowledge, you need to acquire knowledge about your business. For this purpose, you can learn about the offer of other companies (e.g. on websites and in social media). You can also visit the headquarters of competing companies (in this case, other bars). Remember the good and bad qualities of each place.

Explore other



Business quiz - 1

- **Take a confidential test in game app**
- **Each student solves independently!**
- **The minimum score is 5 points**



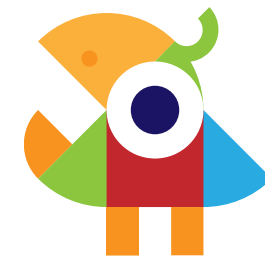
Next Storyline

Okay, you already know the basics of economics and have knowledge about your business. You can now submit a request to add and proceed to the next stage of the game.

Are you ready?

Task	Requiments	Your result	Verdict
Learn game rules	Read	Yes	Yes
Pass first economic quiz	min. 11	?	Yes
Pass first business quiz	min. 11	?	Yes

Go to Storyline 2



03.

Storyline 2



Start Here

Congratulations!

You have received funding to open a music club. Your account balance will increase by 20,000 coins. You now need to get ready for the next stages.

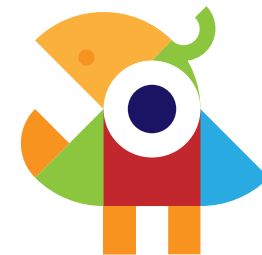


Accounting office

Accounting office

You have to hire an accounting office to help. Financial regulations are very difficult and a tax error can cost you a lot.

Go to the market

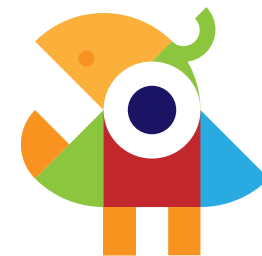


Place

Real estate

You have to rent a place where you will run a music club. The rental cost is very important for your budget. Location is very important and affects the number of customers. The maximum number of clients will depend on the selected option.

Go to the market

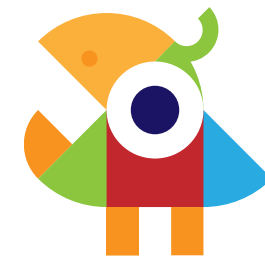


Workers

Hire workers

You have to hire workers. You can't do everything yourself. Employees are also a high cost. Remember that the behavior of employees also affects the number of customers. Additional content explaining what is important when hiring employees. Hints on what to look for.

Hire a worker

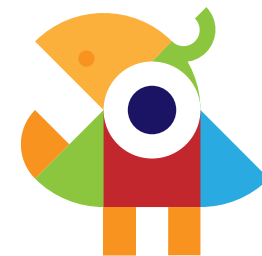


Equipment

Buy equipment

You have to buy the equipment for your company (in this case bar equipment). If you have good equipment, your customers will be happier.

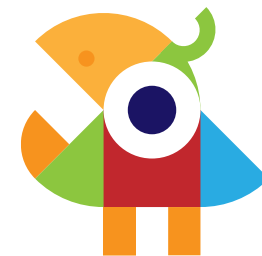
Go to the market



Learn

Remember about learn

Shopping and employees are not enough to effectively manage the company. You still have to learn new things. Familiarize yourself with new knowledge in economics and the field of your company, then take the quizzes.



Learn economics

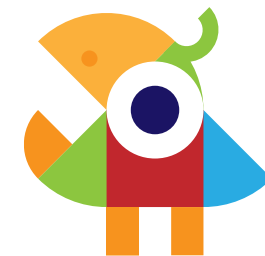
- **At this stage you should know what it is:**
 - Demand
 - The law of demand
 - Demand curve
 - Supply
 - The law of supply
 - Supply curve

Demand

is an amount of goods or services that consumers are willing to buy at a given price at a given moment.

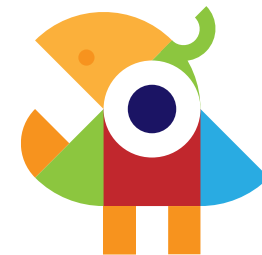
The law of demand

The law of demand states that (all other factors being equal - ceteris paribus), as the price of a good or service increases, quantity demanded decreases; likewise, as the price of a good or service decrease, quantity demanded increases. There is an indirect relationship between price and quantity of goods and services.



Economic quiz - 2

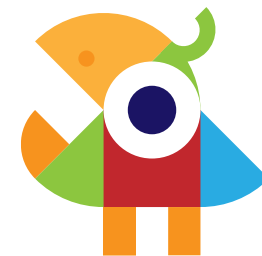
- **Take a confidential test in game app**
- **Each student solves independently!**
- **The minimum score is 11 points**



Learn Business

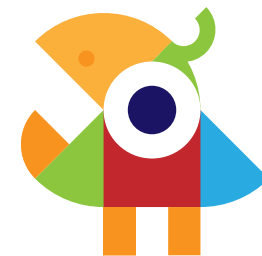
Learn business

You are now ready to start your own business. However, before that, you need to prepare a development plan for the future. You have to develop a strategy for the next months, which you will verify during the quiz in the next stage of the storyline.



Business quiz - 2

- **Take a confidential test in game app**
- **Each student solves independently!**
- **The minimum score is 5 points**

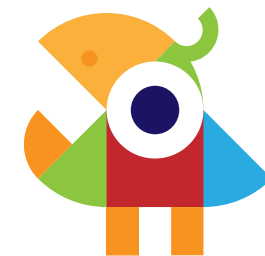


Open Business

You already know the basics of economics and you know the rules of the game in business. You have bought or rented everything you need, you can now start running the business.

Task	Requiments	Your result	Verdict
Hiring an accountant	Yes	?	Yes
Renting a place	Yes	?	Yes
Employment a worker	Yes	?	Yes
Purchase of equipment	Yes	?	Yes
Pass second economic quiz	11	?	Yes

Finish storyline 2



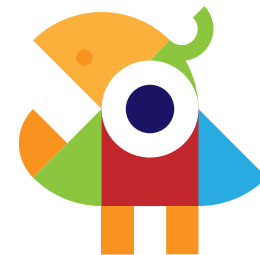
04.

Good practices and summary



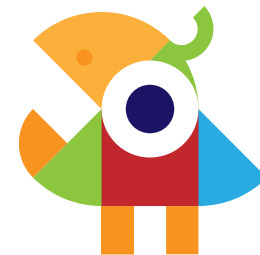
Good practices

- **Remember that:**
 - having your own business is a huge commitment
 - you have to work every day
 - your employees must trust you, and you must trust them
 - you should learn new things all the time



Summary

- **If you've completed both storylines, passed quizzes in the game app, then you're ready to:**
 - Prepare yourself and the environment to run a business
 - Advice others on how to open their own business
 - Perform a market analysis



05.

Project information





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