

ERASMUS+ Programme 2015 – KA2 Adult Education
Project nº: 2015-1-ES01-KA204-015937
Partner: DVV International

Employment and Women on the 21st century in Europe: From Household economy to SME economy (Small and Medium enterprises) – MUPYME Project

**IO4 Knowledge Area: Strategic Plan Development
DVV International**

Assumptions

The Participants

Among the participants, there will be many people who have no high level education and who are not trained in reading books etc. Since the participants are housewives, it cannot be assumed that these persons have much time to prepare themselves at home for our lessons. In addition, it might be still difficult for some of them to speak to a larger number of people.

The Teachers

It is not of great importance that the teachers are trained economists and / or educators. Freelance teachers can be very qualified if they have already dealt extensively with the subject and have certain experiences similar participants. Ideally, they should have founded an own business.

Teaching Method

There is no teaching method, which is ideal for every student. In this case, however, preference should be given to classroom training so that disturbances from the home environment can be excluded and the contact with peers can be intensified.

Teachers should plan the lessons without large extent home works. They should, however, be very careful that all participants can practice free speech and articulate their questions and views in front of the class. (See above)

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Knowledge Area: Strategic Plan Development

Module 1

1. Strategic

Planning

Didactic unit 1:

45 m

Similarities and Differences in Planning of Private Household and Business

The Household Strategy
The SME Strategy
Similarities and Differences

The students discuss the differences. If necessary, the teacher give inputs to make aware of problem-consciousness for economic constraints.

Didactic unit 2:

45 m
(+ visits)

Needs and Benefits to have such a plan before rising up an own business

Examples for strategic planning
Discussions with female entrepreneurs (Company visit)

Modalities

Classroom training
Work in groups
Visits to successful female entrepreneurs
Blackboard
Flipchart
Examples of invoices, business documents etc.

Explanation of the didactic meaning of the module

Strategic planning involves the development and assessment of the own entrepreneurial skills, opportunities, and resources against the background of the presumed demand of a certain clientele or customers. This plan always has to be replaced, when the requirements of the market are changing or if it turns out that false premises were assumed.

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As we have seen, housewives have a lot of knowledge and skills that are also of great importance in business. Anticipatory planning, time management, economical use of resources, customer (family members) responsiveness, dealing with authorities (school etc.) and "networking" (other parents, neighbourhood) are every housewife's daily work.

However, there are important differences in planning a family budget or a business.

The main difference in the management of a family and of a company is in the relationship between the "manager" or business owner and the "customers".

The mother ("manager"), her children and husband ("customers") are firmly connected. There will be no exchange of people, if a partner is dissatisfied with the performance of other members of the family. Therefore, there is no competition, which would be comparable to the competition in the business world: Children e.g. cannot look for any other mother when they disagree with her cookery (even if they would like to do so ...). On the other hand, no parent can look for new children, because their training proves to be too expensive.

Silly examples? No!

A "manager" of a family pursues no profit motive, but only aims to conserve or to use the available resources in the interests of the family. The purpose of her activity is happiness of the family members and not money making. A poor performance of an actor does not lead to termination of the connections.

Experience shows, that housewives, who want to start their own businesses, must learn to be always aware of this differences.

In principle, they must recognize that it is important to have a precise plan, which is must include other topics than the family plan.

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Module 2

2. How to Make a Strategic Plan

Didactic unit 1: 45 m

Objectives and Goals of the planned business activities

The women write down their plans with the help of prepared questions. They share the results with their classmates and discuss them

Didactic unit 2: 90 m

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

- individual
- external

The teacher explains a prepared checklist that helps to identify individual and external strengths, weaknesses, opportunities and threats in view of the planned business idea (for ex. need to learn other modules of the MUPYME-project). The participants complete the lists for themselves and develop an individual plan with the next steps for their own company founding. The teacher helps, if necessary.

The individual plans are the basis for the next unit.

Didactic unit 3: 45 m

Plan to rise up a new business

Assessment

The participants present their individual strategic plans in front of the class and discuss them with all. The other participants evaluate the plans and provide suggestions for improvements

Modalities

Classroom training
Work in groups
Blackboard
Flipchart
Checklist

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Explanation of the didactic meaning of the module

The strategic development plan that guides founders' operations should articulate a development strategy to face the economic, individual, social, spatial and practical challenges the former housewife has to face. It is a process of developing an accordance between the founder's opportunities and the needs of the market. The order is intended to facilitate an understanding of the individual planning steps. The participants must know, that in practice, they will have to repeat some steps depending on the results of others.

The teacher will outline and discuss some checklists, which are helpful to develop an individual strategic business plan. He or she will also refer to other sections of the entire MUPYME's training plan and curriculum (accounting, organization, human resources management, marketing etc.)

At the end, each participant should have a realistic plan and timetable how to rise up a business of one's own on which she can go on working.