|  |  |
| --- | --- |
| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Human Services |
| **Course Name** | Principles of Human Services |
| **Lesson/Unit Title** | Entrepreneurial Opportunities Design Project |
| **TEKS Student Expectations** | **130.272.** **(c) Knowledge and Skills**  (3) The student demonstrates the skills necessary to enhance personal and career effectiveness in consumer services. The student is expected to:  (E) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest  (5) The student demonstrates the skills necessary to enhance personal and career effectiveness in early childhood development and services. The student is expected to:  (F) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest  (6) The student demonstrates the skills necessary to enhance personal and career effectiveness in family and community services. The student is expected to:  (I) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest  (7) The student demonstrates the skills necessary to enhance personal and career effectiveness in fashion design. The student is expected to:  (G) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest  (8) The student demonstrates the skills necessary to enhance personal and career effectiveness in interior design. The student is expected to:  (G) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest  (9) The student demonstrates the skills necessary to enhance personal and career effectiveness in personal care services. The student is expected to:  (F) Identify employment and entrepreneurial opportunities and preparation requirements in the areas of personal interest |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Expand and practice team-building skills * Apply decision-making and problem-solving skills * Perform and contribute skills in team meetings to accomplish tasks * Establish leadership and teamwork qualities in creating a pleasant working atmosphere * Design and create an entrepreneurial storefront or office model using recycled products |
| **Rationale** | Students will be provided with opportunities to explore and practice team building skills during the planning, development, and presentation of an entrepreneurial project using recycled items. Students will make decisions regarding the name, type of establishment, and a marketing slogan to encourage customers to visit their business. |
| **Duration of Lesson** | Six 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Business Plan:** A written document that describes the business and how it will operate  **Entrepreneur:** A person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so  **Opportunity:** A set of circumstances that makes it possible to do something  **Recycling:** Processing used materials (waste) into new products to prevent waste of potentially useful materials  **Small business:** The U.S. Small Business Administration defines a small business concern as one that is independently owned and operated, is organized for profit, and is not dominant in its field  **Teamwork:** Is a cooperative or coordinated effort on the part of a group of persons acting together as a team or in the interests of a common cause |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentations * Computers with Internet access (be sure follow district guidelines)   **Supplies:**   * Construction paper (various colors) * Glue * Glue sticks * Hot glue gun * Markers * Paper towel tubes (empty) * Popsicle sticks * Scissors * Stickers * Straws * Tape   Other items that may be useful in constructing a storefront or office model  **PowerPoint:**   * Entrepreneurial Opportunities   **Technology:**   * Free iPad Apps   + Leadership Skills for Entrepreneurs Watch leadership tutorials from experienced CEOs and executiveshttps://itunes.apple.com/us/app/leadership-development-skills-training-app/id504195894?mt=8 * TED Talks:   + Cameron Herold: Let’s raise kids to be entrepreneurs Bored in school, failing classes, at odds with peers: This child might be an entrepreneur, says Cameron Herold. In his talk, he makes the case for parenting and education that helps would-be entrepreneurs flourish as kids and as adults. <https://www.ted.com/talks/cameron_herold_let_s_raise_kids_to_be_entrepreneurs>   **Graphic Organizers:**   * Business Design Plan * Businesses in Your Community * KWL – Entrepreneurship   **Handouts:**   * Certificate of Excellence * Entrepreneurial Design Project Rubric * Entrepreneurial Design Project * Human Services Careers * Note-Taking – Entrepreneurial Opportunities |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Note to teacher: In this lesson, students will create and design a mock storefront business or office from a career pathway in the Human Services Cluster.  It is recommended that the lesson Exploring Careers in Human Services be taught prior to this lesson.  Refer to lesson Building Teamwork: Food Truck Design Project for additional activities, ideas, and resources.  Display on a table as many supplies as you have available (see Material/Specialized Equipment Needed).  Distribute graphic organizer KWL – Entrepreneurship and ask students to complete the first two sections:   * K – What do I already KNOW about entrepreneurship? * W – What do I WANT to learn about entrepreneurship?   The last section will be completed in the Lesson Closure section.  Lead a discussion about entrepreneurship and ask the following questions:   * Have you thought about owning your own business? * What kind of business would you own? * Why would you want to own your own business? * What are the advantages of owning a business? * What are the disadvantages of owning a business?   Allow students to share their experiences. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute handout Note-Taking – Entrepreneurial Opportunities so that students may take notes during the slide presentation.  Introduce PowerPoint Entrepreneurial Opportunities and discuss the many career options students may have available to then in this cluster.  View YouTube videos:   * An Introduction to the SBA Every year the U.S. Small Business Administration and its nationwide network of resource partners help millions of small businesses start, grow, and succeed. <https://youtu.be/Wl_llIcT1V8>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * copy of slide presentation for notes * highlighted material for emphasis |
| **Guided Practice \*** | Distribute graphic organizer Businesses in Your Community and instruct your students to brainstorm the names of various businesses in your community that may be categorized in the Human Services Pathways.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * assistance in class discussions * a peer to take notes |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide class into subgroups of three students.  Distribute handout Entrepreneurial Design Project and explain to students that they will be creating and designing a mock storefront business or office from a career pathway in the Human Services Cluster using materials that are available in the classroom or at home. Students should not have to purchase materials for this project.  The handout Human Services Careers from the National Center for O\*Net Development may be used for reference.  Distribute graphic organizer Business Design Plan. Discuss with your students that all new businesses begin with a business plan. We will focus on a simple plan for this project.  Scenario: Your team has been selected to create a business venue in your community. The winning team will receive an award (certificate) for the best design.  Teams must decide on the type of business, a name, and a clever slogan to draw people to their venue.  Distribute Entrepreneurial Design Project Rubric that will be used to assess the project, presentation, and teamwork.  Assist students as they investigate small businesses for their project. They should decorate their storefront using construction paper, markers, stickers and more.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * shortened, simplified instructions * extra time for assignment |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Re-distribute the graphic organizer KWL – Entrepreneurship and instruct students to complete the last section:   * L – What did I LEARN about entrepreneurship?   Discuss answers with your students as they learn more about owning a business. |
| **Summative/End of Lesson Assessment \*** | The Entrepreneurial Design Project will be assessed with a rubric.  The team with the highest scores and best design project will receive a Certificate of Excellence. Students may add this to their portfolio.  Note to teacher: Display the projects in the library where other students may see the business storefront models. Take photos to post on your website or on a bulletin board outside your classroom.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * assist with presentation * give encouragement and praise |
| **References/Resources/**  **Teacher Preparation** | **Textbook:**   * Littrell, J. J., Clasen, A. H., & Pearson, P. (2004). *From school to work.* Tinley Park, IL: Goodheart-Willcox.   **Websites:**   * O\*Net Online Human Services Career Cluster   <https://www.onetonline.org/find/career?c=10&g=Go>   * SBA.gov The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. <https://www.sba.gov/> * U.S. Environmental Protection Agency Recycling Basics <https://www.epa.gov/recycle/recycling-basics>   **YouTube:**  An Introduction to the SBA Every year the U.S. Small Business Administration and its nationwide network of resource partners help millions of small businesses start, grow, and succeed. <https://youtu.be/Wl_llIcT1V8> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Allow extra processing time * Provide graphic organizer to facilitate understanding * Allow drawings |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Encourage students to continue reading articles pertaining to this lesson. Suggestions:   * Entrepreneur Magazine: Teen Entrepreneurs (multiple, topical articles are available on this site) [https://www.entrepreneur.com/topic/teen-entrepreneurs#](https://www.entrepreneur.com/topic/teen-entrepreneurs)   **Reading Strategy** Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | There is no greater country on Earth for entrepreneurship than America. In every category, from the high-tech world of Silicon Valley, where I live, to University R&D labs, to countless Main Street small business owners, Americans are taking risks, embracing new ideas and – most importantly – creating jobs. **-Eric Ries**  Most small business owners are not particularly sophisticated business people. That’s not a criticism; they’re passionate about cutting hair or cooking food, and that’s why they got in the business, not because they have an MBA. **-Andrew Mason**  Like any small business owner, I experienced the pressures of building a company from the ground up – developing a business plan, balancing the books, meeting payroll, and building a customer base. **-Gavin Newsom**  The entrepreneur always searches for change, responds to it, and exploits it as an opportunity. **-Peter Drucker**  Honesty and integrity are by far the most important assets of an entrepreneur. **-Zig Ziglar**  Behind every small business, there’s a story worth knowing. All the corner shops in our towns and cities, the restaurants, cleaners, gyms, hair salons, hardware stores – these didn’t come out of nowhere. **-Paul Ryan** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * The advantages of owning our own business are … * The disadvantages of owning our own business are … * I like being my own boss because … * If I could own a business, I would own … * I consider myself an entrepreneur because … * Entrepreneurs are …   **Writing Strategy:**  RAFT writing strategy   * Role: entrepreneur * Audience: bank loan officer * Format: letter * Topic: loan for a day care center   Write a letter to a bank loan officer requesting a loan to purchase a day care business. Letter should state a summary of a business plan. |
| **Communication**  **90 Second Speech Topics** | * Three things at which entrepreneurs need to be successful are … * Being an entrepreneur requires … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Encourage students to visit the Small Business Administration website https://www.sba.gov/ and visit the SBA Learning Center to learn more about starting a business. The online training is free and can produce a certificate of completion that students can add to their portfolio.  Young Entrepreneurs  This course introduces young entrepreneurs to the basics of creating and financing a successful business. You will learn to evaluate your ideas, choose the best financing options, and legally register your business. The course will point you to the resources you need on your entrepreneurial journey. <https://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs>  **TED Talks:**  TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less).  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.  Cameron Herold: Let’s raise kids to be entrepreneurs. Bored in school, failing classes, at odds with peers: This child might be an entrepreneur, says Cameron Herold. In his talk, he makes the case for parenting and education that helps would-be entrepreneurs flourish as kids and as adults. <https://www.ted.com/talks/cameron_herold_let_s_raise_kids_to_be_entrepreneurs> |
| **Family/Community Connection** | * Invite a business owner that owns a business in the Human Services Career Pathway to speak to the class about how he/she got started in the business. * Instruct students to interview their parents and families and brainstorm possible small business ideas to supplement the family income. |
| **CTSO connection(s)** | **Family Career and Community Leaders of America (FCCLA)**  http://texasfccla.org/  Entrepreneurship  An individual or team event – recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. For additional information on service learning see <https://nylc.org/>  Possible ideas:   * Develop a project with your school to educate students about recycling. Create a slide presentation about the benefits and encourage everyone to do their share. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)