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| **TEXAS CTE LESSON PLAN**[www.txcte.org](http://www.txcte.org) |
| **Lesson Identification and TEKS Addressed** |
| **Career Cluster** | Business Management and Administration |
| **Course Name** | Virtual Business |
| **Lesson/Unit Title** | Virtual Business - Creating a Web Presence |
| **TEKS Student Expectations** | **130.141. (c) Knowledge and Skills**(3) The student demonstrates online and off-line marketing, including establishing a web presence. (A) The student is expected to create and design a website for a virtual business office (C) The student is expected to determine appropriate marketing of a virtual business office(D) The student is expected to describe steps to successfully market a virtual business office  |
| **Basic Direct Teach Lesson**(Includes Special Education Modifications/Accommodations and one English Language Proficiency Standards (ELPS) Strategy) |
| **Instructional Objectives** | * Upon completion of this lesson, the student will understand aspects of a business that need to be considered prior to taking it online.
* Students will describe the types on online businesses.
* Students will understand the different types of policies that must be incorporated into a web site.
* Students will determine the developmental stages of various web sites.
* Students will understand what needs to be done to promote interest in online businesses prior to it being launched.
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| **Rationale** | This lesson focuses on the aspects of business that need to be considered before taking a business online. Students will be introduced to creating an online presence. |
| **Duration of Lesson** | When taught as written, this lesson should take four to five days to complete. |
| **Word Wall/Key Vocabulary***(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * Web-Hosting Service – A private business that maintains the web sites of individuals and organizations on its computers for a fee.
* Domain Name – A web site owner’s unique address
* Electronic Shopping Carts – Specialized programs that keep track of shoppers’ selections as they shop, provide an order form for them to complete, and submit the form to the company through the Internet.
* Drop Shipping – A shipping arrangement where a separate party ships your products directly to the customer as opposed to you stocking inventory and shipping yourself.
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| **Materials/Specialized Equipment Needed** | 1. “Integrated Web Site Table” Assignment #1
2. “Integrated Web Site Table” Assignment #1 Rubric
3. “ISP Research Document” Assignment #2
4. “ISP Research Document” Assignment #2 Rubric
5. “Web Site Policy Table” Assignment #3
6. “Web Site Policy Table” Assignment #3 Rubric
7. Poster board or flipchart paper
8. Markers
9. Computers for students to complete projects
10. Projector for student presentations
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | 1. Ask students if they were to have a business idea and they created a web site if they would be guaranteed sales. Then ask what things they may need to consider ahead of time. Keep a list on the board or document camera so it may be added to.
2. Discuss the differences between a buying experience at a “brick-and-mortar” location versus Internet shopping. Ask students why they think some people may not trust shopping online.
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| **Direct Instruction \*** | 1. What to Sell? (**NOTE:** Discuss the saying, ‘If you build it, they will come’ with students and how it can relate to creating a web site. Then discuss with students that there is much more that goes into a virtual business than just building the web site. You will need to decide if you are making your own product or buying wholesale. Will you stock inventory or have items shipped from somewhere else?)
	1. Create and manufacture your own product?
	2. Buy products wholesale and sell them?
	3. Stock inventory?
	4. Use drop shipping?
2. Types of Sites (**NOTE**: Another decision to make is the type of site you would like for your business. Are you going to have a strictly online business or also sell in your own store or in someone else’s location? Will you offer any services, or just products for sale? Do you want to create a web site that sells content only as opposed to products or services? Is your business selling software to other businesses?)
	1. E-tail sites
		1. has a “brick-and-mortar” location
		2. also sells online
	2. Storefront – web site with no physical location
	3. Service business – offers services for sale as opposed to products for sale
	4. Content site
		1. sells information
		2. sells advertisements
	5. E-commerce applications that make doing business easier
		1. example – inventory programs
		2. example – payroll software
3. Policies for Your Site (**NOTE**: Ask students if they think their privacy is protected when they are on the Internet. Also ask how many of them have provided personal information while on the Internet. Take a vote with a show of hands the most frequently visited site according to students in your class. Then have students in the class go to that site. Using the outline at the left, go through the site with the students to show them where to look for the policies. If it is a social networking site, you may also have to visit a retail site to view some of the policies that relate to retail. Then ask students for which types of sites these policies are most appropriate. Some are better for retail/e-tail sites and some may be better for children’s sites.)
	1. Customer service pledge
		1. must be in writing
		2. how you will treat your customers
		3. how you will communicate with your customers
	2. Privacy
		1. how you collect your customers’ information
		2. what information you will collect
		3. what you will do with the information
		4. how customers can change or remove their information
	3. User agreement
		1. rules that apply to all users
		2. shipping policies
		3. responsibility policies
		4. FTC policies
	4. Return policies
		1. time limits
		2. restocking fees, if any
		3. refunds
	5. Safety for minors
		1. notifying parents about collecting information
		2. parental consent
		3. confidentiality
	6. Message board policies
	7. Spam and phishing policies
4. Stages of E-Commerce Development (**NOTE:** Not all web sites are set up to sell products or services. There are other purposes for web sites that are identifiable by the developmental stage of the site. Ask students what can sites do aside from selling or social networking. In the information stage, the site only presents information. These sites display facts about topics, whether it is about a company or about cities and states, as examples. If they do present their products or services, there is no contact or direct ordering from this type of site. In the interaction stage, there may be contact with the business through email, but ordering products or services is only accomplished by faxing or mailing an order form. In the integration stage, a web site is fully interactive with direct ordering and customer assistance. These sites can apply to both dotcom and brick-and-mortar businesses. Have students suggest different web sites that the class can review and identify which stage of development the site is in.)
	1. Information stage
		1. developing a basic web site
		2. provides information about the company
		3. provides information about the company’s products or services
		4. lack of interaction with customers, contact by:
			1. phone
			2. mail
			3. in person
	2. Interaction stage
		1. provides information
		2. contact with visitors via email
		3. product catalog
		4. product availability database
		5. shipping information
		6. no direct ordering through site
		7. order form submitted through
			1. fax
			2. mail
	3. Integration stage
		1. entire transaction completed online
		2. product, pricing, shipping information
		3. shipment tracking capability
		4. customer assistance
		5. applies to dotcom and brick-and-mortar businesses
5. Establishing a Web Site (**NOTE:** Before you can design a site, you must identify some variables. For example, who are your customers? This can determine the content of your site. You must also obtain a server and domain name. Make you URL creative enough that it can say something about your business. Decide on how you will handle purchases, i. e., with a “shopping cart” and an online payment account? Once you have these details handled, then you can create your site. Be sure to update and maintain it regularly.)
	1. What is your purpose – dotcom, brick-and-mortar, or both?
	2. Who are your customers?
		1. Who are they?
		2. What do they want?
		3. Why do they want to do business online?
	3. Getting your server and domain name
	4. Order processing procedures like a shopping cart
	5. Design the site
	6. Advertise your online business
	7. Open for business – maintain and update regularly
6. Getting Your Site Noticed **(NOTE**: You will also have to somehow direct people to your site. If you already have a physical location, take advantage of that and advertise in-store. Otherwise, your business can still use offline marketing such as distributing your business cards, flyers, or brochures. You can also advertise in magazines and newspapers. Advertising online is a huge marketing tool also. You can use search engine optimization techniques to get your web site ranked higher on the search engine list. You can advertise on other web sites to direct potential customers to your site. Banner ads also have potential to get your site noticed.)
	1. Summary of offline marketing
		1. networking
		2. business cards
		3. flyers
		4. brochures
		5. print ads
			1. magazines
			2. newspapers
	2. Summary of online marketing
		1. links from other sites to your site –affiliate programs
		2. keyword searches – as high a rank as possible on search engines
		3. banner ads
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| **Guided Practice \*** | * Have students go online and locate three company web sites. Have them list the aspects of the web site that they find attractive, interesting, or appealing. Ask a student to then record the students’ information onto the board. Then circle the aspects that were found to be in common in different web sites.
* Show students an example of web sites at each stage of development so they may see the difference between informational, interactive, and integrated. Point out the features of the sites that demonstrate which category to which they belong.
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| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | **Integrated Web Site Table Assignment #1** –Have students conduct Internetresearch to locate three interactive web sites of major corporations. They will create an attractive table listing the three sites and four ways that visitors can interact with the site. These may include begin able to subscribe to material on the site, contacting someone through email, purchasing items, or any other ways to interact with the site.**ISP Research Spreadsheet Assignment #2** –Students will conduct Internetresearch about three Internet Service Providers (ISPs) and create a spreadsheet with the ISP names as column headings. Research information such as the **price** of these services, the **connection speeds,** whether the ISP provides **space for** **a web site** and if so, **how much space** and what the **features** are, and if they offera way to contact **technical support**.**Web Site Policy Table Assignment #3** –Students are to research five e-commerce web sites and create a table showing the types of policies provided on the site. The table should list the name of the site and its URL. It should also contain the following categories to compare on the five sites: 1) privacy policy, 2) return policy, 3) phishing or spam policies, 4) policies concerning minors, and 5) Terms of Use. They should include in each cell a phrase or two that is mentioned in the policy that basically describes the policy. Some sites may have these in place. Some may not. Students are to select what they think is the most trusted site after evaluation using the table. |
| **Lesson Closure** | 1. Prior to creating a web site for your business, what are some decisions that should be made?
2. You must decide what to sell and if you will manufacture, buy wholesale, stock inventory, or use drop shipping.

Q: What five general types of web sites are there?1. There are sites for e-tail businesses who also have a physical location, a web storefront which only sells online, a service business online, a site selling content or information, or one that sells applications to make doing business easier.

Q: What are two of the major policies your web site should contain?A: Your site should have a customer service pledge and a privacy policy.Q: Which stage of e-commerce development provides that all transactions can be completed from the web site?1. The integrated stage is the most thorough form of developmental stage.
2. What does offline marketing mean?
3. Offline marketing refers to marketing methods that traditional businesses have been using with which we are all familiar.
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| **Summative / End of Lesson Assessment \*** | 1. Instructor will observe students during Independent Practice.
2. Instructor will assist students as needed.
3. Use the assigned rubrics to evaluate the two Independent Practice Assignments
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| **References/Resources/****Teacher Preparation** | 1. Business Principles and Management, Everard Burrow, South-Western Thompson Learning
2. Learning E-Commerce: Business Analysis and Design, Nancy Stevenson, DDC Publishing
3. Start Your Own E-Business, *Entrepreneur Magazine*, Entrepreneur Press
4. http://www.digitalbusiness.gov.au/
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| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** | **English:****110.33(b)(1)(A) – Reading/Vocabulary Development**…determine the meaning of grade-level technical academic English words in multiple content areas (e.g., science, mathematics, social studies, the arts) derived from Latin, Greek or other linguistic roots and affixes.**110.33(b)(1)(C) – Reading/Vocabulary Development**…infer word meanings through the identification and analysis of analogies and other word relationships.**110.33(b)(12)(B) – Reading/Media Literacy**…evaluate the interactions of different techniques (e.g., layout, pictures, typeface in print media, images, text, sound in electronic journalism) used in multi-layered media.**110.33(b)(12)(C) – Reading/Media Literacy**…evaluate the objectivity of coverage of the same event in various types of media.**110.33(b)(12)(D) – Reading/Media Literacy**…evaluate changes in formality and tone across various media for different audiences and purposes. |
| **Recommended Strategies** |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy****Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies****Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication****90 Second Speech Topics** |  |
| **Other Essential Lesson Components** |
| **Enrichment Activity**(e.g., homework assignment) | 1. Ask a local business owner who has a web site (can be a brick-and-mortar location supplemented with a web site or online only) the steps they had to complete prior to launching their web site. Record your findings in a word processing document with a list.
2. Ask the business owner from #1 above or a different business owner what they did to advertise their web site business. Ask about various types of advertising that they may have used, whether it is flyers in other local businesses, advertisements in magazines or newspapers, word of mouth, or online advertising. Prepare a chart using spreadsheet software displaying the approximate percentages for each type of advertising activity utilized.
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| **Family/Community Connection** |  |
| **CTSO connection(s)** | Business Professionals of AmericaFuture Business Leaders of America |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

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)