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| **TEXAS CTE LESSON PLAN**[www.txcte.org](http://www.txcte.org) |
| **Lesson Identification and TEKS Addressed** |
| **Career Cluster** | Health Science |
| **Course Name** | Practicum in Health Science |
| **Lesson/Unit Title** | Entrepreneurship in the Health Care Industry |
| **TEKS Student Expectations** | **130.233. (c) Knowledge and Skills**(4) The student implements the knowledge and skills of a health care professional necessary to acquire and retain employment. (B) The student is expected to develop new problem-solving strategies based on previous knowledge and skills. |
| **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 be able to:1. Examine steps necessary to plan and start a business
2. Recognize that there are costs and benefits associated with any new project
3. Recognize strategies involved in a workable business plan
4. Develop a health care business by utilizing available resources
 |
| **Rationale** | There are many opportunities in health care for entrepreneurship. |
| **Duration of Lesson** | Teacher’s discretion |
| **Word Wall/Key Vocabulary***(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* |  |
| **Materials/Specialized Equipment Needed** | * Notebook
* Colored pencils and markers
* Computer with Internet access
* Business Choice Sheet
* Business Plan
* Location Sheet
* Start-Up Costs
* Evaluation Form
* Oral Presentation Rubric
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | As a class, discuss the following questions:* How hard is it to own your own business?
* Why would I want to work for myself?

OrComplete the ‘Am I an Entrepreneur?’ Entrepreneur Self-Assessment. There are no right or wrong answers to this quiz. |
| **Direct Instruction \*** | I. An entrepreneur represents basic American values. A small business owner  must have initiative, persistence, and inventiveness to succeed and show a  profit.* + 1. An entrepreneur is a person who organizes, manages, and assumes the risks of a business enterprise, including taking a profit when successful and a loss if business fails.

II. Characteristics of an entrepreneur include* + 1. Well-motivated
		2. Persistent
		3. Self-confident
		4. Responsible
		5. Creative / inventive
		6. An independent thinker

III. Factors influencing success* + 1. Estimate of finances involved, capital outlay, operating expenses, hidden costs, and living expenses
		2. Competition of other businesses
		3. Advertising and marketing of the business
		4. Accurate record keeping
		5. Maintaining Supplies and Equipment
		6. Updating or Improving methods of operation

IV. Classification of business opportunities (entrepreneurship glossary)* 1. Ownership
		1. Sole proprietorship
		2. General partnership
		3. Limited partnership
		4. Corporation

V. Entrepreneurs must develop a plan of action.* 1. Business Plan:
		1. The product or service to be sold
		2. The customers who will make the purchases
		3. The competition
		4. The kind of financing necessary and the method to obtain
		5. The time commitment required to make it work
		6. What it takes to keep a business going
	2. Marketing strategies:
		1. Targeting a customer base with advertising, meeting supply and demand with a quality product, competitive, and providing quality services
		2. Successfully completing a product or service by a work force
		3. Maintaining a plan of action throughout the business venture

VI. Starting and operating a successful, small business requires a thorough  understanding of the endeavor.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **Guided Practice \*** | *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Organize and create a business. (Entrepreneurship Guidelines)*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*The student will list the components of a successful company. |
| **Lesson Closure** |  |
| **Summative/End of Lesson Assessment \***  | Develop a Health-Care Business Utilizing all ResourcesOral Presentation*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **References/Resources/****Teacher Preparation** | * *Entrepreneurship: Starting Your Own Business* by Roger HuntVideo - Getting Started in Your Own Business by Max Fallek
* <http://www.sba.gov/smallbusinessplanner/index.html>- Small Business Administration
* Student Information Sheet
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| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **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) | For enrichment, the student will present finished product to local advisory committee. |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | HOSASkillsUSA |
| **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)