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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** | Research—Details of a Virtual Business Office |
| **TEKS Student Expectations** | **130.141. (c) Knowledge and Skills**(4) The student develops contracts appropriate for virtual business office services provided.(A) The student is expected to research details of setting up a virtual business office. |
| **Basic Direct Teach Lesson**(Includes Special Education Modifications/Accommodations and one English Language Proficiency Standards (ELPS) Strategy) |
| **Instructional Objectives** | The student will be able to:* Use all available resources to research details of setting up a virtual business office
* Research details of setting up a virtual business office.
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| **Rationale** | The main purposes of this lesson are to help students understand:* What makes a good e-commerce website
* What an e-commerce website should include
* The ‘behind-the-scenes’ steps in setting up an e-commerce website
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| **Duration of Lesson** | Approximately 150 minutes |
| **Word Wall/Key Vocabulary***(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * Uniform Resource Locator (URL)- the address of a web page that defines for the browser the route to take to find the page
* Domain Name-the last part of the URL that includes the organization’s unique name followed by a top-level domain name designating the type of organization, such as .com for “commercial” or .edu for “educational”
* InterNIC-the organization that registers domain names
* Hypertext Markup Language (HTML)-language used to create web pages by adding formatting tags to text
* HTML Tags-computer codes that tell your web browser how to display information on your screen; HTML tags are surrounded by < > symbols. <B> means to turn on bold and </B> means to turn off bold.
* Clip Art-a collection of electronic drawings, pictures, and icons created for use in web pages and other documents
* Graphics Interchange Format (GIF)- the universal standard format for storing images for display in web browsers; it is used the most for lettering, small pictures, and animations.
* Joint Photographic Experts Group (JPEG)- a standard format for compressing still images, such as large photographs and art for use in web browsers
* Web Editor-an easy-to-use program for creating web pages. The web editor resembles a word processor and automatically inserts the proper HTML tags into the file when you have selected a certain format or feature.
* File Transfer Protocol (FTP)-method for transferring files over the internet from one computer to another
* Web Server-a computer that holds the pages and images that form a web site and accepts requests from web browsers to download them. The web server is the host of the web site. The web server must be connected to the internet all of the time so that users can view the web site.
* 24 by 7-24 hours a day/7 days a week. A server must be available all the time.
* Publish- transfer a file from your computer to a web server using FTP.
* Webmaster-an individual within an organization who is responsible for developing and maintaining the web site
* Top-Level Domain Name-three-letter abbreviations that designate the type of organization, such as .edu, .com, .gov, .org, .net
* Shopping-Cart Software Program or Service-a software program or online service that helps you take orders, calculate shipping and sales tax, and sends order notifications
* Internet Merchant Account-can be set up through bank or other company; it allows you to accept credit card payments online
* Payment Gateway Account-an online processor that hooks into both your customer’s credit card account and your internet merchant account and verifies information, transfers requests, and authorizes credit cards in real time
* Web-Hosting Company-generally offers a combination of site-building tools, product catalog tools, shopping-cart technology, payment, shipping and marketing strategies, tracking and reporting capabilities, domain registration, in addition to hosting a site
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| **Materials/Specialized Equipment Needed** | * Instructor Computer/Projection Unit
* Online Websites listed in the References Section
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | Ask: Do you know what makes a good e-commerce website?Ask: Do you know what an e-commerce website should include?Ask: If someone asked you the question ‘How do I start an e-business?’ could you tell him or her? Say: Based on a variety of different opinions found in textbooks and online websites, there are some basic requirements for a business website. It does not matter if the business is a local business or a national/international business and it does not matter if the business sells products or services or both products and services.Say: In this lesson, you are going to help me identify a list of businesses that have online websites and then you will evaluate each of the websites with 11 yes/no questions and 4 open-ended questions.Say: Once we have looked at the elements an e-commerce site should have, we are going to learn the suggested process in order for someone to start an e-commerce website. |
| **Direct Instruction \*** | 1. Vocabulary/Personal Word Walls

During the 1st week of school, students will have created personal, possibly electronic, Word Walls. The method and location will be established by you, the teacher.1. Introduction
2. Discovery Activity Brainstorm Favorite Website Businesses

It has been suggested to vary the types of businesses. You, or students, may come up with better ideas about how to do this.1. Assignment-What Should My Website Include?

Use the form provided (Website Evaluation Form) and have students research the brainstormed list of businesses that was collected in the Discovery Activity.1. Information-How to Start Own Website

Share with the students the ‘behind the scenes’ information regarding what it takes to start an e-commerce business.1. WWYD (What Would You Do?) and Why?

After you have covered the information about what it takes to start an e-commerce business (V.), you can ask these questions. This can be used as an activity, a discussion, or an assessment.1. Questions and Evaluation

Review the specific objectives of the lesson and check for understanding.*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 \*** | **Discovery Activity**Have students brainstorm a list of favorite businesses that use websites to sell either a product or service.**Assignment**Use the brainstormed list and have students research and record their findings using the Website Evaluation Document (provided).*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*NONE |
| **Lesson Closure** | Review the lesson’s purpose and evaluate its effectiveness. |
| **Summative / End of Lesson Assessment \***  | **Formal Assessment*** Website Evaluation Form
* What Would You Do (WWYD)? Questions

*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*Accommodations for Learning Differences It is important that lessons accommodate the needs of every learner. These lessons may be modified to accommodate your students with learning differences by referring to the files found on the Special Populations page of this website.  |
| **References/Resources/****Teacher Preparation** | **Preparation*** Review and familiarize yourself with the terminology, any and all website links, and any resource materials required.
* Prepare materials and websites prior to the start of the lesson.

**References*** McLaren, C. H., & McLaren, B. J. (2000). *E-Commerce business on the Internet*. Mason, OH: South-Western Educational.
* Campanelli, M. (March 26, 2006). How to set up an e-commerce site. *Entrepreneur*. Retrieved from http:www.entrepreneur.com/
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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) | * Have students create their own e-commerce site, making sure to include important information shared in the lesson.
* Have students take screen shots of their top 5 websites and either put together a presentation or set it up in a word processing document. Each screen should include the name of the website and why it was selected
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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)