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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** | Risks and Revenues |
| **TEKS Student Expectations** | **130.141. (c) Knowledge and Skills**(2) The student analyzes an overview of starting and growing a virtual business office(B) The student is expected to list benefits afforded to virtual business clients(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(B) The student is expected to describe details of setting up 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 the risks involved with a virtual business as well as the potential rewards of such a business.* Students will understand the external and internal risks to virtual businesses.
* Students will identify the many revenue streams for virtual businesses.
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| **Rationale** | As with any business venture, virtual businesses have risks and rewards. In this lesson, the student will investigate the external and internal risks to virtual businesses, and identify the many revenue streams for virtual businesses. |
| **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)* | * Risk – The potential for a loss.
* Banner Ads – An advertisement on the Internet that, when they are clicked, will take you to the company’s or advertiser’s web site.
* Relicensing Fees – A company generates information and that information is licensed to appear on a partner’s site and receives fees for that service.
* Affiliate Program – A way for one company to generate sales for another company; an advertisement is placed on the sponsor site and when an order is placed it results in a payment to the affiliate.
* Virus – Computer programs that are designed to make copies of themselves over and over.
* Denial of Service Attack – A computer attack that can shut companies’ web sites down for hours or longer.
* Electronic Forensics – Describes the tracking of electronic “footprints” left online by computer criminals.
* SSL – Secured sockets layer, a computer software program that is used when your computer tells you that you are entering a secure area.
* Firewall – Software that operates between the Internet and a company’s computer network that allows authorized data from the Internet to enter a company’s network and the programs and data it contains but keeps unauthorized data, such as viruses, spyware, and other malware out.
* Malware – Short for malicious software, programs designed to harm a computer or network
* Click-To-Pay – Online payment system used by many online merchants
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| **Materials/Specialized Equipment Needed** | **Materials Needed:**1. Poster board or flipchart paper
2. Markers

**Instructional Aids:** 1. “Risk/Reward Diagram” Assignment #1
2. “Risk/Reward Diagram” Assignment #1 Rubric
3. “Gift Shop Web Site Proposal” Assignment #2
4. “Gift Shop Web Site Proposal” Assignment #2 Rubric
5. “Web Site Cost Research Document” Assignment #3
6. “Web Site Cost Research Document” Assignment #3 Rubric

**Equipment Needed:**1. Computers for students to complete projects
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | 1. Ask students if they have ever done anything that involves risk. Did they think consciously about the risk or the rewards associated with that decision? Occasionally when it is an emotional decision like wanting to try out for a sports team or a school play they may not think about risks and rewards. Discuss what they would be for decisions such as the sports team or school play.
2. Discuss with students the risks of conducting business online. Ask them if they know what “hackers” are and what a malicious hacker can do. Ask students about what the rewards are for having your own business. Write responses on the board or document camera.
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| **Direct Instruction \*** | Please see lesson plan outline. |
| **Guided Practice \*** | * Discuss the lottery with students and the concept of measuring risks and rewards. How is this accomplished when talking about winning the lottery? What are the risks and what are the rewards? Sometimes people do not think of risks when it comes to winning a lottery.
* Ask students what they think the risks are when they are online. Write down their responses. Ask them if they would be comfortable providing personal information online, such as when they register for a social networking site.
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| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | * **Risk/Reward Diagram Assignment #1** – Create a diagram analyzing the risks andrewards for a number of different situations. For example, the risks/rewards for taking a certain job, getting accepted to a certain college, or lowering the price you charge for a product. Students should show five situations and list a risk and reward for each. They will put them in order from least risky to most risky. The risks and rewards should not be duplicated for any of the situations.
* **Gift Shop Web Site Proposal Assignment #2** – Students have been approachedto create a web site for a local gift shop that also sells gift baskets for special occasions. They would like to increase revenues for their gift baskets. You are not the only one who has been approached so you must write a proposal that explains the type of revenue model you would use for the site. You must also include recommendations for security measures that should be included on the site.
* **Web Site Cost Research Document Assignment #3** – Because rewards areusually associated with some type of cost, it is important to understand that businesses pay a cost for advertising which generates revenue for the business. Students will prepare a document of their choosing that details at least five different costs associated with having a business web site. These can include prices for different types and sizes of ads, hosting fees for your web site, registering your domain name, intangible costs of creating your site, or any other costs that students can think of.
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| **Lesson Closure** | Q: What are the risks involved with a virtual business?1. Risks are: loss of money, being in debt, having to start over, and damage to the business’s reputation.

Q: What is a denial of service attack?1. This is when a server is intentionally overloaded causing web sites and/or computer networks to shut down temporarily.
2. What are two email scams that are designed to gain access to personal information?
3. Phishing and pharming are e-mails that either ask you to update your personal information or ask you to click on a link that looks like a legitimate site and then you volunteer information.
4. What are the main rewards of having a virtual business?
5. Several risks are revenue for your business, self-satisfaction, customer satisfaction, and a favorable reputation for your business.
6. Why are business models important?
7. The type of business model your virtual business operates under determines the main revenue stream for your business.

**Informal Assessment**1. Instructor will observe students during Independent Practice.
2. Instructor will assist students as needed.
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| **Summative / End of Lesson Assessment \*** | Use the assigned rubrics to evaluate the two Independent Practice Assignments |
| **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. Effective Small Business Management, Scarborough, Prentice Hall
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| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** | **Interdisciplinary Correlations:****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. Interview a business owner, who also has a web site, and ask them two main questions: 1) what do they consider to be the biggest risk(s) in doing business online and 2) what type of business (revenue) model does their business utilize? Write a one-page report summarizing the answers to these questions.1. Using four of the business models, identify two web sites that use the models you have selected. Display your findings in a document of your choice.
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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)