

Entrepreneurship in Healthcare

Course

Practicum in
Health Science

Unit VII

Career
Preparation and
Employability

Essential Question

If I am a
healthcare
provider, how
can I be my own
boss?

TEKS

130.205 (c) 3C,
3D

Prior Student Learning

Career
preparation and
Employability
skills

Estimated time

6 hours

Rationale

There are many opportunities in health care for entrepreneurship.

Objectives

Upon completion of this lesson, the student will be able to:

- examine steps necessary to plan and start a business;
- recognize that there are costs and benefits associated with any new project;
- recognize strategies involved in a workable business plan; and
- develop a health care business by utilizing available resources.

Engage

As a class, discuss the following questions:

How hard is it to own your own business?

Why would I want to work for myself?

Or

Complete the AM I AN ENTREPRENEUR? ENTREPRENEURIAL SELF-ASSESSMENT – there are no right or wrong answers to this quiz.

Key Points

- I. An entrepreneur represents basic American values. A small business owner must have initiative, persistence, and inventiveness to succeed and show a profit.
 - A. 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
 - A. Well-motivated
 - B. Persistent
 - C. Self-confident
 - D. Responsible
 - E. Creative / inventive
 - F. An independent thinker
- III. Several factors influence success
 - A. Estimate of finances involved, capital outlay, operating expenses, hidden costs, and living expenses
 - B. Competition of other businesses
 - C. Advertising and marketing of the business
 - D. Accurate record keeping
 - E. Maintaining supplies and materials
 - F. Updating or improving methods of operation
- IV. Classification of business opportunities (entrepreneurship glossary)

- A. Ownership
 - 1. sole proprietorship
 - 2. general partnership
 - 3. limited partnership
 - 4. corporation
- V. Entrepreneurs must develop a plan of action
 - A. Business Plan
 - 1. product or service to be sold
 - 2. customers who will make the purchases
 - 3. competition
 - 4. kind of financing necessary and the method to obtain
 - 5. time commitment required to make it work
 - 6. what it takes to keep a business going
 - B. 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.

Teacher Note:
 Teacher should approve project ideas.
 Set deadlines for students to keep them on task.

Activity

- I. Organize and create a business. (Entrepreneurship Guidelines)

Assessment

Evaluation Form
 Oral Presentation Rubric

Materials

Notebook
 Colored pencils and markers
 Computer with Internet access
Entrepreneurship: Starting Your Own Business by Roger Hunt
 Video - *Getting Started in Your Own Business* by Max Fallek
<http://www.sba.gov/smallbusinessplanner/index.html> - Small Business Administration
 Student Information Sheet
 Business Choice Sheet
 Business Plan
 Location Sheet
 Start-Up Costs

Accommodations for Learning Differences

For reinforcement, the student will list the components of a successful company.

For enrichment, the student will present finished product to local advisory committee.

National and State Education Standards

National Health Science Cluster Standards

HLC05.01 Systems

Health care workers will understand how their role fits into their department, their organization and the overall health care environment. They will identify how key systems affect services they perform and quality of care.

TEKS

130.205(c)(3)(C) describe the steps necessary for entrepreneurship in a free enterprise system; and

130.205(c)(3)(D) develop new problem-solving strategies based on previous knowledge and skills.

Texas College and Career Readiness Standards

CROSS-DISCIPLINARY STANDARDS

I. Key Cognitive Skills

A. Intellectual curiosity

1. Engage in scholarly inquiry and dialogue.
2. Accept constructive criticism and revise personal views when valid evidence warrants.

B. Reasoning

1. Consider arguments and conclusions of self and others.
2. Construct well-reasoned arguments to explain phenomena, validate conjectures, or support positions.
3. Gather evidence to support arguments, findings, or lines of reasoning.
4. Support or modify claims based on the results of an inquiry.

C. Problem solving

1. Analyze a situation to identify a problem to be solved.
2. Develop and apply multiple strategies to solving a problem.
3. Collect evidence and data systematically and directly relate to solving a problem.

D. Academic behaviors

1. Self-monitor learning needs and seek assistance when needed.
2. Use study habits necessary to manage academic pursuits and requirements.
3. Strive for accuracy and precision.
4. Persevere to complete and master tasks.

E. Work habits

1. Work independently.
 2. Work collaboratively.
- F. Academic integrity
1. Attribute ideas and information to source materials and people.
 2. Evaluate sources for quality of content, validity, credibility, and relevance.
 3. Include the ideas of others and the complexities of the debate, issue, or problem.
 4. Understand and adhere to ethical codes of conduct.
- II. Foundational Skills
- B. Writing across the curriculum
1. Write clearly and coherently using standard writing conventions.
 2. Write in a variety of forms for various audiences and purposes.
 3. Compose and revise drafts.
- C. Research across the curriculum
2. Explore a research topic.
 3. Refine research topic based on preliminary research and devise a timeline for completing work.
 4. Evaluate the validity and reliability of sources.
 5. Synthesize and organize information effectively.
 6. Design and present an effective product.
 7. Integrate source material.
 8. Present final product.
- D. Use of data
2. Use statistical and probabilistic skills necessary for planning an investigation; then collect, analyze, and interpret the data.
 3. Present analyzed data and communicate findings in a variety of formats.
- E. Technology
1. Use technology to gather information.
 2. Use technology to organize, manage, and analyze information.
 3. Use technology to communicate and display findings in a clear and coherent manner.
 4. Use technology appropriately.

Entrepreneurship Activity Student Information

- I. Develop a business plan. The plan gives a path to follow and a communication tool to bankers and manufacturers.
 - A. The business plan consists of an outline of the considerations for the start up of a business (see business plan form).
 1. Name of business
 2. Field of activity
 3. Location
 4. Products or services
 5. Competition
 6. Customer benefits
 7. Management expertise
 8. Personnel needed
 - B. When putting the plan into action, it must be kept up to date in order to offset changes. Start up costs and continuing costs must be taken into consideration (see startup costs form).
 - C. Most companies today set up a mission statement or philosophy. It is important to consider what the goals are for the company and how it will serve the community. After considering the mission statement, the development of a company policy and rules and regulations must be established. In order for a company to function properly, these policies must be enforced and applied to all employees.
- II. Development of Market Analysis
The market refers to groups of people, business or organizations seeking the types of products or services you sell. Identify the location of your business. Many times the location determines the success of a business.
 - A. Using the location sheet as a guide, do a comparison of the competitors in the area. This may involve visiting the place of business or researching through the Better Business Bureau or Internet.
 - B. After selecting the location, take a picture of the location; include directions or draw a map.
- III. After the location has been found, begin the organization of the facility.
 - A. Create a floor plan and design an illustration of the front of the building.
 - B. Develop an advertisement for the business. Make an ad for the newspaper.
 - C. Design a business card and logo.
- IV. In order to operate a business, it is necessary to develop forms and requisitions to be used. Take into consideration what types of transactions will be occurring in the business and develop three different forms, checks, requisitions, etc. to be included in the notebook.
- V. In the final analysis, hypothetically consider the success or failure of the business and what plans need to be made for its future success.
 - A. Describe a plan after a negative experience, such as, damage to the facility, loss of an employee, or decreased profit.
 - B. Describe plans after a positive experience, such as, increased profit, need for more space.

Entrepreneurship Project Guidelines

All the information below must be placed in a binder/scrapbook and turned in on the designated dates.

Due
Dates

-
1. Business Choice Sheet -- (done in class)
 2. Final Copy Business Plan
 3. Mission Statement (Philosophy) -- (done in class)
 4. Geographic Marketing Area of Business (Location Sheet – (picture with directions or map drawn)
 5. Design a Logo and Business Card
 6. Advertisement of Business – (make an ad for the newspaper or display)
 7. Develop Company Rules and Policies – (make a chart)
 8. Start up Expenses/Budget – (list all items and place in notebook)
 9. Make a Floor Plan of Business
 10. Design a Front Illustration of Facility
 11. Samples of Forms, Requisitions, Checks that will be used in business
 12. Evaluate how you would measure the success of your business and how you would plan for expansion

Completed Notebook is due: _____

You will be graded on the above items; also on neatness, originality, creativity, and overall quality of work. Have fun with this!!!! See yourself as an entrepreneur!!!!

Business Choice Sheet

My choice for a field of business: _____

Reasons for my choice: _____

BUSINESS PLAN

Prepared by

Name of Enterprise:

Field of Business Activity:

Location:

Products or Services:

Competition:

Customer Benefits:

Management Expertise:

Personnel:

LOCATION

The location for my enterprise is

I chose this location because

COMPARISON OF COMPETITORS

Elements to Be Completed	Competitor A	Competitor B	Competitor C
Market share percentage	_____ %	_____ %	_____ %
Product or service quality	Good Fair Poor	Good Fair Poor	Good Fair Poor
Location	Good Fair Poor	Good Fair Poor	Good Fair Poor
Size of Facility	Large Medium Small	Large Medium Small	Large Medium Small
Prices	High Average Low	High Average Low	High Average Low
Reputation	Good Fair Poor	Good Fair Poor	Good Fair Poor
Number of Years in business	_____ years	_____ years	_____ years
*			
*			

*Use these spaces for additional elements.

START-UP COSTS

One-Time Costs

Equipment, machinery, fixtures	\$ _____
Charges for installation	_____
Decorating and remodeling	_____
Beginning inventory	_____
Deposits for utilities	_____
Fees for accountants and lawyers	_____
Licenses and permits	_____
Promotion methods at "grand opening"	_____
Cash for unexpected needs	_____
TOTAL ONE-TIME COSTS	\$ _____

Continuing Costs for Three Months

All wages and salaries	\$ _____
Rent	_____
Advertising and sales promotion	_____
Delivery expenses	_____
Supplies and materials	_____
Utilities	_____
Insurance of all types	_____
Taxes (federal, state, local)	_____
Interest on debt	_____
Repairs and maintenance	_____
Fees for accountants and lawyers	_____
Employee training costs	_____
Unexpected needs	_____
TOTAL CONTINUING COSTS FOR THREE MONTHS	\$ _____
TOTAL START-UP COSTS	\$ _____

AM I AN ENTREPRENEUR?

ENTREPRENEURIAL SELF ASSESSMENT

The following list of personal characteristics is designed to help you determine if you have what it requires to become a successful entrepreneur. Analyze yourself carefully and honestly as you answer each question.

There are no right or wrong answers on this checklist. However, if most of your answers are yes, you probably have what it takes to become an entrepreneur. If you answered no to about half of the questions, you may need assistance to reinforce the areas where you are weak. If the majority of your answers are no, then entrepreneurship is likely **not** for you.

	YES	NO
Do I really have the desire to be my own boss rather than work for someone else?	_____	_____
Am I a self-starter?	_____	_____
Do I have management skills (managing finances, employees, and other aspects of the business)?	_____	_____
Do I have experience in the type of business I am interested in owning and operating?	_____	_____
Can I accept the responsibility of seeing things through the end?	_____	_____
Am I a well-organized person?	_____	_____
Do I have the desire to lead and direct others?	_____	_____
Can I make decisions quickly if I have to?	_____	_____
Do I have good health and the high level of energy necessary to be an entrepreneur?	_____	_____
Do I have the financial resources, as well as future credit resources I need to begin?	_____	_____
Can I sustain my business through the early, formative years?	_____	_____
Can people (customers and employees) trust what I say?	_____	_____
Do I have the need to set and achieve difficult goals and move on to other challenges?	_____	_____
Do I have the desire to be innovative and creative?	_____	_____
Do I prefer having a plan of action (business plan) before I begin an activity?	_____	_____
Is my partner and/or family supportive of my plan?	_____	_____

	YES	NO
Am I on time for appointments?	_____	_____
Am I willing to work the long hours it takes to be an entrepreneur?	_____	_____
Do I have the desire to stick with the business even in troubled times?	_____	_____
Am I willing to do all the tasks necessary for the successful operation of the business?	_____	_____
Even though it's scary to try something new, am I the kind who tries?	_____	_____
If I want something, do I ask for it rather than wait for someone to notice and just give it to me?	_____	_____
Even though people tell me it can't be done, do I have to find out for myself?	_____	_____
I want to be financially independent.	_____	_____
I'll speak up for an unpopular cause if I believe in it.	_____	_____
Can I take risks with money, that is, invest without knowing the outcome?	_____	_____
Have I taken a risk in the last 6 months?	_____	_____
Do I like trying new food, new places, and totally new experiences?	_____	_____
Can I walk up to a total stranger and strike up a conversation?	_____	_____
Have I ever intentionally traveled on an unfamiliar route?	_____	_____

Sources: Sandra Winston, *The Entrepreneurial Woman* (New York: Newsweek Books, 1979), 34-35.
Pickle, H.B. & Abrahamson, R.L., *Small Business Management* (5th Edition, 1990) 656-657.
http://www.breitlinks.com/careers/business_pdfs/amiantrepreneur.pdf