

DESE Model Curriculum: Medical Administrative Assistant/Secretary (CIP Code: 52.0101)

GRADE LEVEL/UNIT TITLE: 11-12/Understand Entrepreneurial Opportunities

COURSE INTRODUCTION		
A program that prepares individuals to perform the duties of special assistants and personal secretaries for practicing physicians and nurses, health care facilities and services administrators, and other health care professionals. Includes instruction in business and medical communications, medical terminology, principles of health care operations, public relations and interpersonal communications, software application, record-keeping and filing systems, scheduling and meeting planning, applicable policy and regulations, and professional standards and ethics. Program may include instruction in medical transcription.		
UNIT DESCRIPTION	SUGGESTED UNIT TIMELINE	
Students will understand business ownership and how to start a business.	1 month	
	CLASS PERIOD (min.)	
	50	
ESSENTIAL QUESTIONS		
1. How can one be successful in owning a business or working in the business world?		
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	NBEA STANDARD	DOK
1. Describe characteristics of a free enterprise economic system (e.g., ownership of property, profit motive, risk taking, competition, supply and demand)	ECON.II.1.2 ECONII.2.3	2
2. Compare and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, cooperative)	BL.IV.A.2.1 BL.IV.A.2.2 BL.IV.B.1.1 BL.IV.C.1.2	3
3. Analyze the risks and rewards of business ownership	ENTRE.I.A.3.2	4
4. Identify steps necessary to start a business (i.e., need evaluation, site selection, marketing plan, financial plan, management plan)	ENTRE.IX.2.3 ENTRE.IX.3.1 ENTRE.IX.3.2 ENTRE.IX.3.4	4
5. Explore the career implications of e-commerce for entrepreneurs and employees	ENTRE.VI.D.3.3 CD.III.F.3.1	2
6. Compare and contrast marketing strategies	MARK.I.4.4	3
OBJ. #	INSTRUCTIONAL STRATEGIES	
1, 4, 6	1. Independent learning, student research	
2, 3	2. Independent learning, student research	
OBJ. #	INSTRUCTIONAL ACTIVITIES	
1, 4, 6	1. Students will develop each component of a business plan that outlines strategies for starting their own new business.	
2, 3	2. Students will use the website to complete activities that discusses the various forms of business ownership.	