

Lesson Plan– CE-Oh!
Module 2 – Problem Solving and Social Responsibility

<p>Class Description</p>	<p>This is the second module in the CE-Oh! Be Your Own Boss series. This module helps learners understand the ways in which entrepreneurs have run their businesses with a focus on solving social problems and being socially responsible.</p>	
<p>Objectives</p>	<ul style="list-style-type: none"> ● Identify ways in which entrepreneurs have solved social problems ● Explain the purpose of business mission statements and vision ● Provide examples of socially responsible business practices 	
<p>National Entrepreneurship Standards Standards</p>	<p>A.01 Explain the need for entrepreneurial discovery A.02 Discuss entrepreneurial discovery process B.12 Describe desirable entrepreneurial personality traits C.01 Explain the role of business in society C.05 Determine issues and trends in business C.09 Describe the need for and impact of ethical business practices H.01 Evaluate career opportunities based on current/future economy O.05 Develop business mission</p>	
<p>National Entrepreneurship Standards: Career Competencies Standards</p>		
<p>Common Career Technical Core Standards Overview Standards</p>	<p>MB-MGT.2 Access, evaluate and disseminate information for business decision making. CRP.5 Consider the environmental, social and economic impacts of decisions. CRP.9 Model integrity, ethical leadership and effective management</p>	
<p>Vocabulary</p>	<p>Carbon footprint Carbon offset Cause-related marketing Corporate social responsibility Ethical sourcing Green company Mission statement</p>	<p>Nonprofit organization Philanthropy Sponsorship Sustainable Sustainable economic development Sustainability</p>

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	Vision statement
Prior to Class:	Students will have participated in Week 1
Links and Materials:	<p>Link: https://www.toms.com/environment</p> <p>Link: Corporate Responsibility Poll https://forms.gle/4kx5xY5HDsijQ1M8A</p> <p>Link: The Social Responsibility of Business is Here to Stay https://www.triplepundit.com/story/2012/social-responsibility-business-here-stay/62986</p> <p>Forum: Vision</p>
Delivery Method	e-Learning
Duration	60 min

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Lesson 1: Corporate Social Responsibility

Learners will be able to Will Be Able To (LWBAT): Provide examples of socially responsible business practices

Activity: Learner will answer 1 out of 1 knowledge check questions related to corporate social responsibility (Knowledge Check Question 5).

Activity: Learners will review how TOMS practices corporate social responsibility at this link (<https://www.toms.com/environment>).

Activity: Learners will review a real-world example of how businesses are assuming more social responsibility at this <https://www.triplepundit.com/story/2012/social-responsibility-business-here-stay/62986>.

Lesson 2: Vision and Mission Statements

LWBAT: Correctly answer 2 of 2 knowledge check questions.

Activity: Learner will answer 3 out of 3 knowledge check questions related to a vision and mission statement (Knowledge Check Questions 1, 2 and 3).

Activity: Learners will review TOMS Shoes mission and vision statements.

Activity: Learners will learn to differentiate between a mission statement (how the business operates) and a vision statement (what they're hoping to accomplish a goal).

Activity: Learners will draft their own vision and mission statements in a Google Doc.

NOTE: The learner is not prompted to share the link to the Google Doc. As the instructor, it is your responsibility to prompt the learners to share the link to their Google Doc with you.

Lesson3: Non-Profits

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LWBAT: Learners will be able to differentiate between a nonprofit and for-profit company

Activity: Answer 1 of 1 knowledge check questions correctly about nonprofits (Knowledge Check Question 4).

Knowledge Check and Reflection

LWBAT: Answer 5 out of 5 review questions correctly

Activity: Knowledge Check – 5 questions

Activity: Compare and contrast the learner's definition at the beginning of the module with the answer they provide at the end of the module.

Activity: Learners will create a Google Doc to review what they have learned in this module. The learner has been asked to address the following questions in their doc:

1. What is corporate social responsibility?
2. Pick a problem that you think is important, then find an organization that is working to address that issue. What is their mission statement?
3. What's the difference between nonprofit and for-profit?
4. If you could create your own business, what would it do? Would it be a nonprofit or for-profit organization? What would its vision be?
5. Write a draft mission statement (which includes the vision statement) for your organization.

NOTE: Providing a link to the instructor is not prompted in the online learning module. As an instructor, it will be your responsibility to have the learners send you the links.

Journal Assignment