Teacher Notes

Entrepreneurs

Activity 2
Entrepreneurs: Field Interviews

Activity at a Glance

- **Subject:** Social Studies
- **Subject Area:** Economics
- **Category:** Types of Enterprise
- **Topic:** Entrepreneurs
- **Grade Level:** 11 - 12
- **Prerequisites:** None
- **Total Teaching Time:** 30 minutes. The time for this activity varies because much of the work is done outside of class.

Materials

- TI-83 Plus
- LearningCheck™, NoteFolio™, and TImeSpan™ apps installed on each student's TI-83 Plus
- TI Connectivity Cable and TI Connect™ software or TI-Navigator™ Classroom Network
- Classroom computer with a standalone version of the LearningCheck™ Creator installed (if not using TI-Navigator™ Classroom Network)
- Classroom computers with Microsoft® Word installed
- Digital camera or scanner
- TI Presenter™ or overhead view screen
- Student Work Sheet: **Entrepreneur Field Interview Schedule**
- **NoteFolio™/Word Plug-in Instructions, TImeSpan™ Creator Instructions**

Activity Overview

Students will conduct field interviews of entrepreneurs they have access to. They can select local entrepreneurs, but students should not be limited only to their geographic area. If students know an entrepreneur who they can contact

by telephone, this should be acceptable. The interviews must be orally conducted. This can be in person or by phone; electronic communication (email or instant messenger) should not be allowed in this assignment. Students should shape their interviews so that at the conclusion, they will have a clear understanding of what it takes to start a business venture.

Tip

Teachers should decide whether they prefer that their students work on this assignment individually or in pairs. This decision is based upon the geographic area and the availability of entrepreneurs, independence of the students, or class structure.

Teachers should also consider the timing of this lesson. Since students are being asked to go into the field, they need ample time to complete the task. Giving this assignment over a weekend or longer school break would be appropriate. Appropriate due dates will impact the quality of the students' work. A detailed sample schedule is included at the end of this activity.

Advise students to avoid the "larger than life" individuals such as Bill Gates whose stories require a type of critical analysis that students will not conduct through this assignment.

You might also want to suggest to the students to use a tape recorder as a backup in case of an unexpected technological glitch or if notes are insufficient.

Directions

Before the Activity Begins

Teacher should introduce the assignment in an open discussion.

Students will be challenged with the task of interviewing an entrepreneur to examine the issue: *Why would you take the risk of starting your own enterprise?*

The purpose of the brainstorming session is to generate possible discussion questions to pose to the entrepreneur subject. These ideas will be recorded in a LearningCheck™ file by the teacher or designated student recorder and, as a class, students will sequence the questions to develop a possible "script" for the interview. At the conclusion of the brainstorming session, transmit this file to the class using the TI-Navigator™ System. If you do not have the TI-Navigator™ System, then transfer the file to student handhelds using a TI Connectivity Cable and have the students share the file with others using unit-to-unit cables.

Allow students to develop their own questions, but interject suggestions, if needed, to guide students toward the following potential questions:

♦ What is your business?

♦ What product or service do you provide to consumers?

♦ When did your business start?

♦ Why did you decide to go into this particular industry?

♦ What was your motivation for starting the business?

- What struggles did you face in your venture?

- Why did you decide to start your own business rather than to work for someone else?

- What did you picture your life to be when you graduated from high school?

- What were your alternatives when you chose to start your business?

- What job (if any) did you give up when you started your business?

- Why do you think your business should exist? Why is it better than your competitors?

- How many competitors do you have?

- How many workers do you employ?

- Can you describe the working environment of your employees?

- Why would someone want to work for your business?

- What did you need to get the business off the ground?

- What legal issues did you face when starting your business?

- What is the most rewarding part of your career?

During the Activity

Provide the students with some background on interviewing strategies and note taking from oral interviews. Tips for supplying this information are listed in the **Teacher Resources** sheet at the end of Activity 1.

Ask students to plan their assignment and make an appointment with the entrepreneur ahead of time. A student schedule for this activity's work is included in the Student Work Sheet, **Entrepreneur Field Interview Schedule**, at the end of this activity.

Students will go into the field to interview an entrepreneur. They should use the NoteFolio™ Application and their keyboards to take field notes as they talk to the individual. At some point during the interview, students should take a photograph of the entrepreneur.

All student notes should be turned in to the teacher following the interview.

Students should use TI Connect™ software or the Microsoft® Word Plug-in to import their NoteFolio™ file into a Word document. See the Notefolio™/Word Plug-in Instruction sheet at the end of this activity for useful information about doing this.

After the Activity

Students will create a TImeSpan™ timeline that visually highlights the important periods of the entrepreneur's life and his/her business venture. This TImeSpan™ file should be named using the entrepreneur's name, turned in to the teacher,

and saved for future use. The TImeSpan™ Creator Instruction sheet at the end of this activity provides instructions for using the TImeSpan™ Creator software.

Student Data Sheet

Entrepreneur Field Interview Schedule

Name: _____

Date: _____

Name of Entrepreneur: _____

Name of Business: _____

Location of Business: _____

Telephone Number: _____
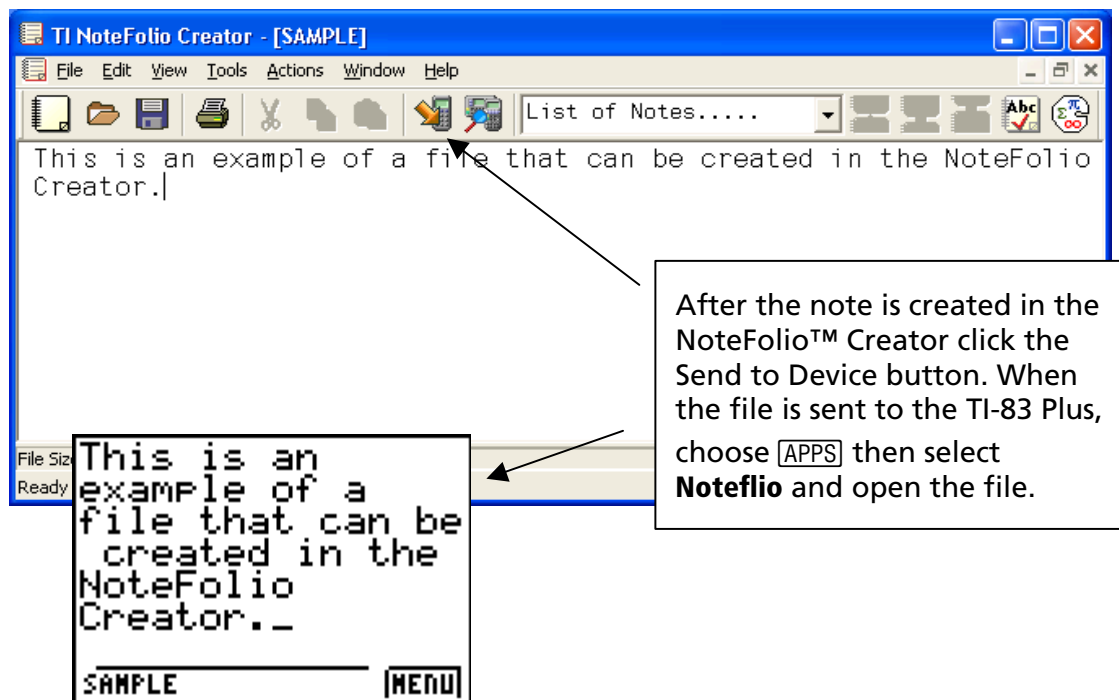
Date/Time of Appointment: _____

Location of Interview: _____

Day	Task	Complete?
Day 1	Decide on possible entrepreneurs to interview.	
Day 2	Make initial contact with entrepreneur and explain assignment.	
	Schedule appointment with entrepreneur (within next 3 days).	
Day 3	Interview entrepreneur.	
	Take digital picture of entrepreneur.	
Day 4	Download interview notes from TI-83 Plus to Microsoft® Word file and turn in to teacher.	
	Create TImeSpan™ Timeline.	
Days 5-9	Create Newspaper according to guidelines.	
Day 10	Present Entrepreneur with final product.	

NoteFolio™ Creator and Plug-in for Microsoft® Word

NoteFolio™ Creator is a PC program that creates files that can be downloaded to the TI-83 Plus. NoteFolio™ Creator also displays files that were created on the TI-83 Plus, and enables you to copy them into word processing programs such as Microsoft® Word.

1. To create a new note, start the NoteFolio Creator software on the PC. Select New Note, and create the file's text. Send the new file to the TI-83 Plus attached to the PC by clicking the Send to Device button on the toolbar. TI-Navigator™ Classroom Network users should save the file on the PC then add the file to the TI-Navigator™ Class Connect list in order to transmit it to the students.

After the note is created in the NoteFolio™ Creator click the Send to Device button. When the file is sent to the TI-83 Plus, choose APPS then select **Noteflio** and open the file.

2. To move a NoteFolio™ file from one TI-83 Plus to the computer, open the NoteFolio™ Creator software on the computer. Attach the TI-83 Plus to the computer using a TI Connectivity Cable.

3. On the NoteFolio™ Creator toolbar, click the **Device Explorer** button to display the files residing on the TI-83 Plus.

4. Under the Application Variable folder on the handheld, look for the name of the file you want to transfer. Click on it, hold the mouse button down, and drag the file to the NoteFolio™ Creator's base screen. Drop the file on the base screen, and it will transfer to the PC.

5. When the transfer is completed, the file is displayed on the NoteFolio™ Creator screen. Save the file to the computer.

Click on the **Device Explorer** button to display the files on the TI-83 Plus. Save the file on the desktop. Once saved, it can be opened in the NoteFolio™ Creator.
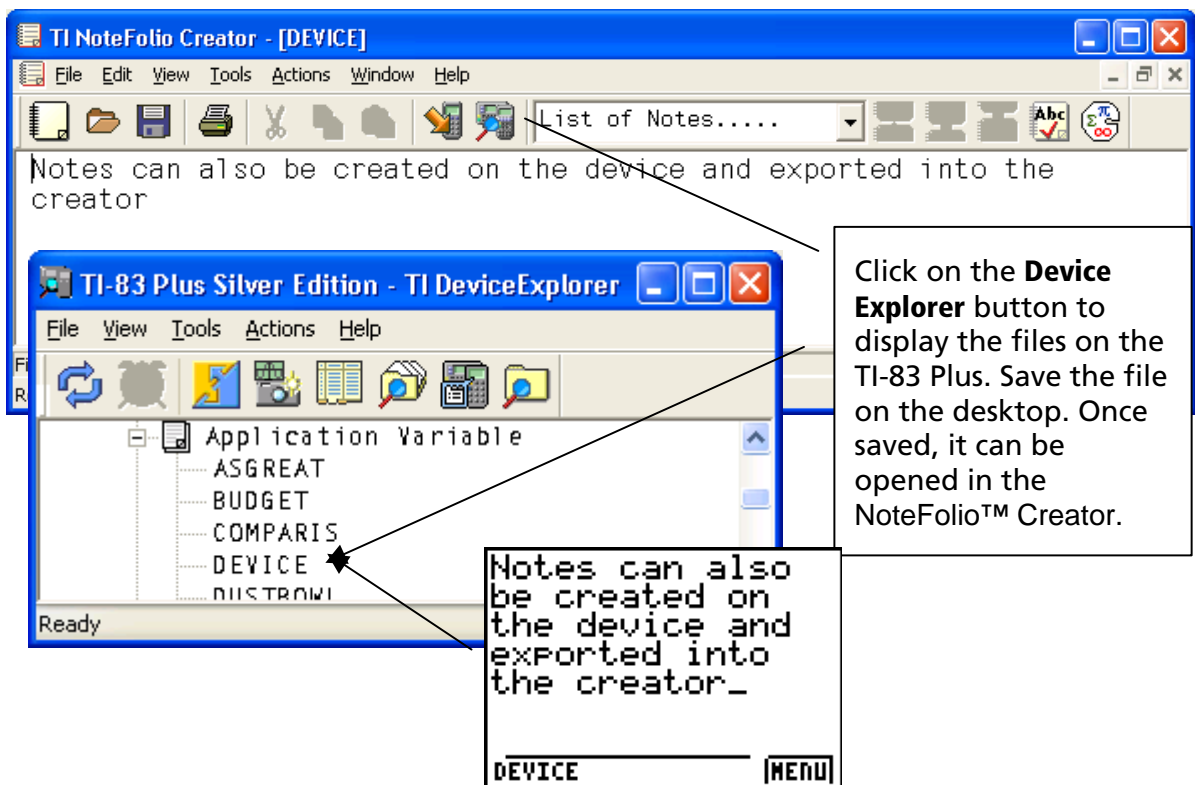
Notes can also be created in Microsoft® Word and sent to the TI-83 Plus using the NoteFolio™ Plug-in. After typing the text into a Word document, give the file a name.
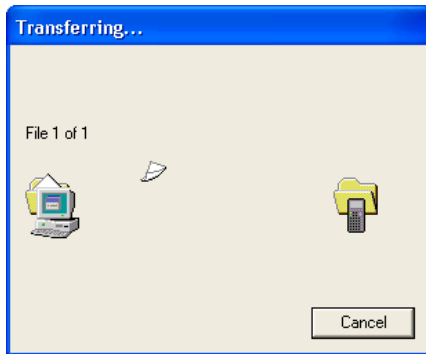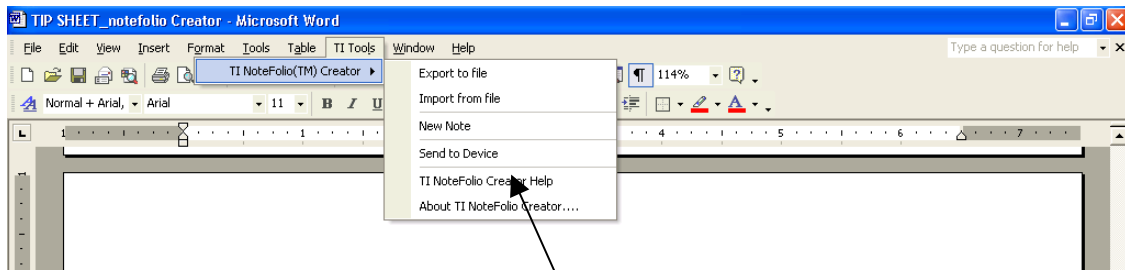
Select **TI Tools** from the menu bar and then select **TI NoteFolio™ Creator**. Click on **Send to Device** to transmit the file to the TI-83 Plus.
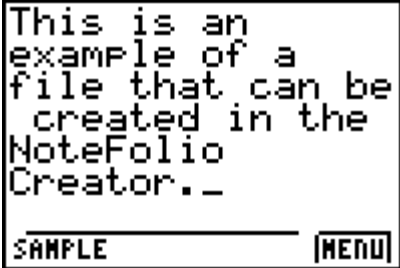
TImeSpan™ Creator Instructions

TImeSpan™ Creator allows creation of timelines that can be displayed on a TI-83 Plus. A TImeSpan™ file can consist of one to five timelines showing events with explanations. The devices can display one, two or three of the timelines at a time, in any order chosen.

1. After opening the TImeSpan™ Creator program you can choose to open a new timeline or edit an existing timeline. After entering the information in the timeline file, the program will prompt you to name the first timeline. Remember, you can have up to five timelines but the maximum that can be displayed on the TI-83 Plus at one time is three.
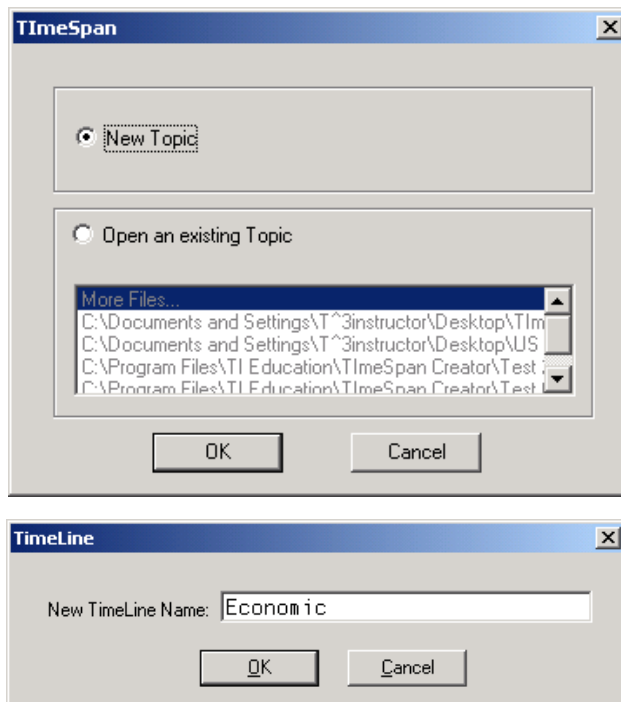
2. This screen appears for the entry of timeline events:
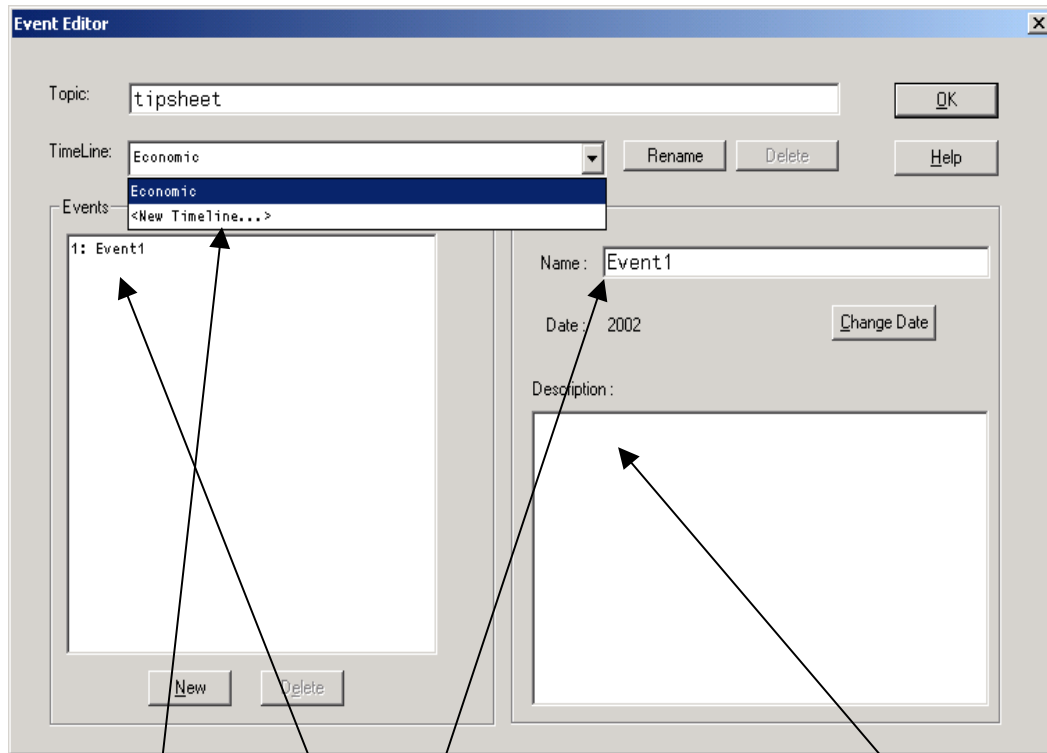
New lines can be created by choosing <New Timeline>. Otherwise the title of the timeline you are editing will be displayed.

The name of the event is entered here.

The program automatically orders the events.

Enter event information on the event here. It will be displayed on the device after ENTER is pressed.

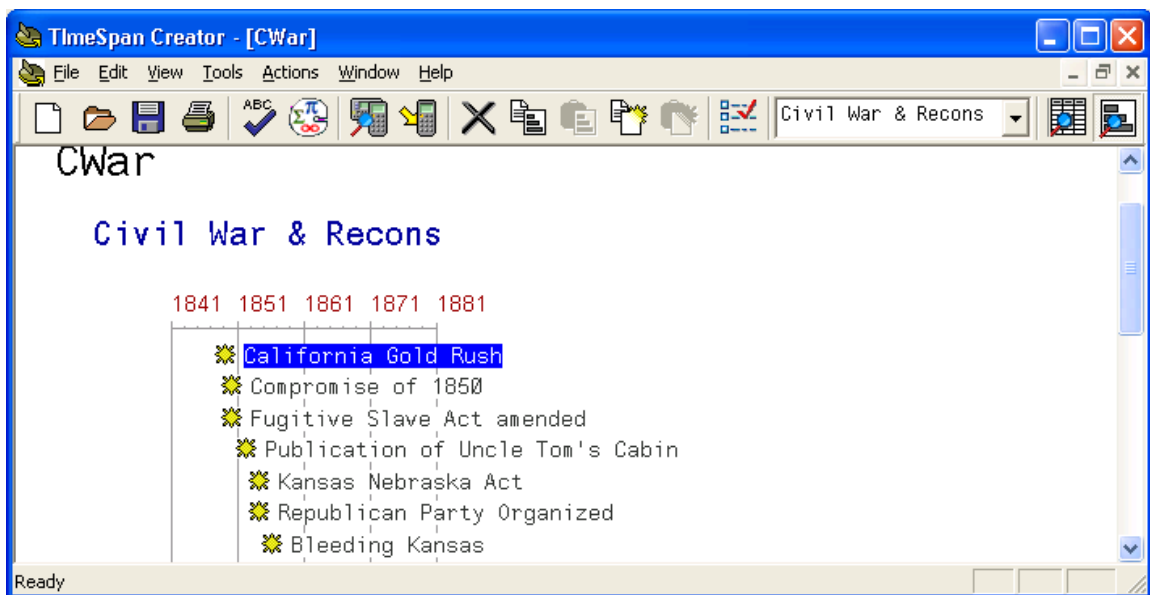3. The **Change Date** button brings up the date format dialog box that you use to set the date.
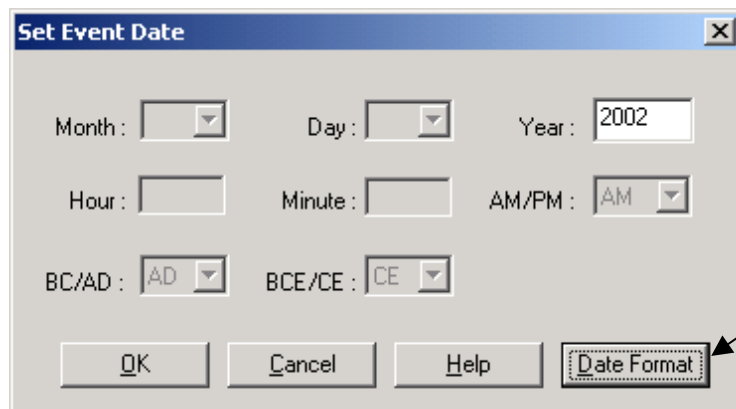
The **Date Format** button sets the parameters for the dates used in the timeline.

4. After the events are entered, click **OK** to display the timeline. You can change to a table view by clicking the **Table View** icon.

In this view, hovering over the event title displays event information.

5. Double clicking on the event in either view will return you to the Event Editor where you can enter or change information.

6. Send the timeline to the device by connecting the device to the computer using a link cable and clicking on the **Send to Device** icon.
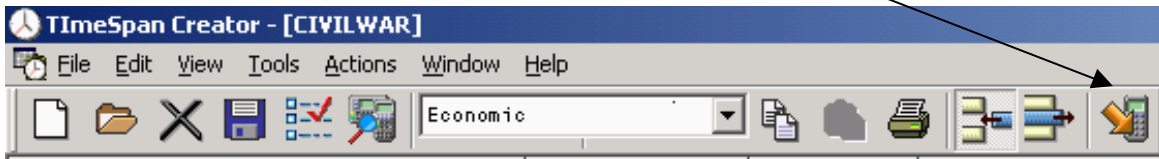
7. If necessary, the timeline player can be sent to the device by choosing **Actions > Send player to device**.