

Both sides of Nyaka: Entrepreneur and diversity lesson plans

By: Ashton Palmieri

Topic: Entrepreneurship and Business Planning

Materials:

- “Entrepreneurship” PowerPoint
- Projector
- *A School For My Village* CRP Book

Schedule

1. Opening Announcements (5 minutes)
 - a. Remind students about upcoming assignment deadlines
 - b. Remind students to read the CRP book if they have yet to do so (the lessons are designed for students who have already read the book, however those who have not read the CRP book can follow along easily)
 - c. Collect homework
2. Introduction (20 minutes)
 - a. Present “Entrepreneurship” PowerPoint
 - i. Have students participate by asking questions during slideshow such as: How did Jackson resemble an entrepreneur? What sort of risks did he take? How would his business plan have changed as the school grew?
 - ii. Play videos in slideshow presentation
 - b. Discussion
 - i. Have students discuss the different methods of entrepreneurship used in the book
 - ii. How did Jackson raise the money? What sort of obstacles did Jackson have to overcome to make his school successful? What sorts of business strategies were helpful for Jackson?
3. Activity (20 minutes)
 - a. Brainstorm
 - i. Students will break into five small groups to work on the activity for ten minutes
 - ii. They will use this time to devise a business plan for the Nyaka school
 - iii. Students do not need to present with anything, verbal plans are the objective
 - b. Present
 - i. Each group will be given two minutes to present their plan to the class
4. Closing (10 minutes)
 - a. Reflection
 - i. Ask students follow up questions such as: what problems did you and your group face when planning? Did you take into account the cultural barriers?
 - ii. Homework: Look up a company you are interested in and discover the entrepreneur behind their success. Write a one-paragraph response about this person and how they exhibit entrepreneurship.

Quick Reference Handout

Entrepreneurship and Business Plans

- *Entrepreneur*: someone who organizes a business venture and assumes the risk for it
 - Examples: Steve Jobs, Oprah Winfrey, Bill Gates, Steven Spielberg, Vera Wang, Donald Trump, Tyler Perry,
- *Business Plan*: a formal statement of a set of business goals, the reasons they are believed attainable, and the plan for reaching those goals

1.2 Mission

Calico Computer Consulting's mission is simple and straightforward:

- **Purpose** - CCC exists to provide fast, reliable technical assistance to local business/small office/home office computer users. CCC sells **solutions & results!**
- **Vision** - By providing fast response, informed expertise, and consistently high quality solutions, CCC generates enough satisfied repeat customers to provide a stable retainer base. This generates sufficient profit to provide a comfortable living for the owner.
- **Mission** - The short term objective is to start this company quickly and inexpensively, with a minimum of debt. The long term objective is to grow the company into a stable and profitable entity that the owner can easily and comfortably manage.
- **Marketing Slogan** - "Calico Computer Consulting is your computer paramedic..."

Diversity and Stigmas

- *Diversity*: the condition of having or being composed of differing elements: variety; especially: the inclusion of different types of people (as people of different races or cultures) in a group or organization
- *Stigma*: a mark of shame or discredit: stain

Stigma is when someone judges you based on a personal trait. Unfortunately, this is a common experience for people who have a mental health condition. Stigma may be obvious and direct, such as someone making a negative remark about your mental illness or your treatment. Or it may be subtle, such as someone assuming you could be unstable, violent or dangerous because you have a mental health condition. You may even judge yourself. Some of the harmful effects of stigma can include:

- Lack of understanding by family, friends, colleagues or others you know
- Discrimination at work or school
- Difficulty finding housing
- Bullying, physical violence or harassment
- Health insurance that doesn't adequately cover your mental illness
- The belief that you will never be able to succeed at certain challenges or that you can't improve your situation (<http://www.mayoclinic.com/health/mental-health/MH00076>)

Entrepreneurship

SLS 1102 Warrington Welcome
Ashton Palmieri

What is Entrepreneurship?

- Seizing new opportunities
- Taking risks
- Transforms innovations into a profitable good using business skills
- <http://www.youtube.com/watch?v=lZKhZmvJuZY>



Business Plans

- Crucial to business success
- Outlines a route the company wishes to take to grow revenue
- Contains business goals, why the goals are attainable, and the plan for reaching the goals
- Typically, plan 3-5 years

Example

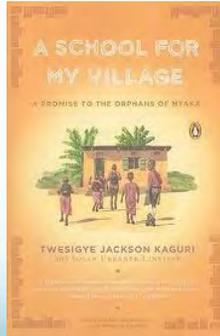
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How does this relate?

- Jackson had a vision for a school for AIDS orphans
- Using business skills, he funded, constructed, and expanded the school
- Tenacious, passionate, and ethical
- <http://www.youtube.com/watch?v=xdMWZR9tuVw>



Discussion

- What was the biggest obstacle, to you, that Jackson had to overcome to build the school?
- What sort of business strategies were used?
- Why do you think the "holistic" approach worked for these students? How does that relate to entrepreneurship?

Topic: Diversity and Stigmas

Materials:

- Projector
- Links in lesson plan

Schedule:

1. Opening Announcements (5 minutes)
 - a. Collect entrepreneur homework
 - b. Remind students of any deadlines
2. Introduction (20 minutes)
 - a. Icebreaker
 - i. Group Membership: Everyone begins by standing in a large circle. The facilitator then calls out groups that people can identify with, starting with low-risk groups (brown hair, blue eyes, siblings, etc.) moving into high-risk groups (minorities, gender discrimination, disabilities, etc.). Whoever feels comfortable identifying with the group called comes to the middle of the circle. Before the groups can move back to join the circle, they have to identify something positive about being part of the group and everyone applauds for their bravery.
 - ii. Examples: brown hair, only child, brown eyes, economics major, traveled out of the country, African-American, first generation student, female, male, learning disability.
 - b. Introduce Diversity
 - i. Again, ask students to be understanding and considerate
 - ii. Discuss the AIDS Orphans and their stigma that comes from having a parent or relative die of AIDS (What type of stigma is associated with the AIDS orphans? How does the community treat these children before the school was built? How were the children treated after the school was built? What made the community change their view about those afflicted with slim?)
 - iii. What other types of people do you think are hurt by stigmas? (homosexuality, mental disorders, racial groups, socio-economic status, etc.)
 - iv. Watch video clips
 1. AIDS Orphans: <http://www.youtube.com/watch?v=WOqi5MQP0-c>
 2. Silver Linings Playbook: <http://www.youtube.com/watch?v=r0xhbLS1-uk>
3. Discussion (20 minutes)

Begin by breaking into two groups—one with the peer leader and the other with the co-instructor

 - a. Reflection of videos
 - i. How are the two groups of people in the videos similar? Different? How can we actively de-stigmatize groups of people? What are the negative effects of a stigma? How do stigmas affect the society as a whole?

- b. Open Discussion
 - i. Open the circle to be a judgment free zone and ask students to be honest with you and their peers, let them ask you or the group anything they would like or are curious about
 - ii. Let the students discuss among themselves diversity at University of Florida, negatives or positives about diversity and the stigmas surrounding them
 - iii. Example topics: racial discrimination, heterosexual power, gender discrimination, socio-economic differences, etc.
- 4. Closing Remarks (10 minutes)
 - a. Reflection
 - i. How has today impacted your view of diversity? Are you going to make any changes in your lifestyle? Have any of your perspectives changed?