

Careers in Action

Summer Teacher Internship/Lesson Plan Writing Project

This lesson has been endorsed by Mark E. Garcia, Vice President, McAllen Economic Development Corp.

Domingo G. Ganno	World. Geography	Summer 2007
Teacher's Name	Course/Subject	Date(s)/Time

Content	Objective(s)	Career Concentration(s)
	The students will be able to determine the advantages and disadvantages of outsourcing by North American-based businesses with regard to production cost, shipping time and cost, margin of profit, etc. by formulating a T-Chart.	<input type="checkbox"/> Agricultural Science <input checked="" type="checkbox"/> Art, Communications & Media <input checked="" type="checkbox"/> Business & Marketing <input type="checkbox"/> Health Science Technology <input checked="" type="checkbox"/> Human Dev., Management & Services <input checked="" type="checkbox"/> Industrial and Engineering <input type="checkbox"/> Personal and Protective Services

TEKS Reference: 1A, 2A, 5A, 6A, 7A, 7B, 7C, 11B, 12B, 14A, 14B, 16A, 18A, 18B, 21C, 22B, 22C

TAKS Reference: TAKS SS10 3(WG10C), TAKS SS10 3(WG10C)

Process	Focus/Anticipatory Set	Bloom's Taxonomy in Lesson	Multiple Intelligences	SCANS						
	The teacher will ask students to look into the labels of their shirts, shoes, sweaters and other personal belongings. Then, students are asked why North American-based businesses outsource their products overseas.	<input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input type="checkbox"/> Synthesis <input checked="" type="checkbox"/> Evaluation	<input checked="" type="checkbox"/> Linguistic <input checked="" type="checkbox"/> Logical/Math <input type="checkbox"/> Musical <input type="checkbox"/> Spatial <input type="checkbox"/> Bodily-Kinesthetic <input checked="" type="checkbox"/> Intrapersonal <input checked="" type="checkbox"/> Interpersonal <input type="checkbox"/> Naturalist	Foundation						
	Relevance/Connection to Workplace			Competencies						
	McAllen Economic Development Corporation has two initiatives: to aggressively recruit new businesses and retain and expand existing businesses in the McAllen-Edinburg-Mission MSA and Reynosa, Mexico.									

Process	Instructional Methodology (Activities)	Instructional Material(s)
	<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Teacher Modeling <input type="checkbox"/> Media Presentation <input checked="" type="checkbox"/> Small Group <input checked="" type="checkbox"/> Class/Group Discussion <input checked="" type="checkbox"/> Question/Answer <input checked="" type="checkbox"/> Guided Practice <input checked="" type="checkbox"/> Independent Practice	computer, colored pencils, paper, scissors

Process	Detail(s) of Instructional Methodology (Activities)	Materials/Resources
	The learner will discuss the most common factor why many North American-based companies outsource their products overseas and the problems they encounter. Then, they device a brochure / flier showcasing the MEDC services to help convince businesses to either relocate or establish their operation here in the McAllen-Edinburg-Mission MSA and possibly expand. Upon completion, the students will share their finished products to their classmates.	Surviving the China Rip Tide: A Report by Boston Consulting Group

Process	Use of Technology	
	computer	

Process	Accommodations
	cooperative learning (pairing up slow learners to fast learners and ELL to the English Proficient)

Product	Assessment	Bloom's Taxonomy in Assessment
	<input checked="" type="checkbox"/> Teacher Evaluation <input type="checkbox"/> Employer Evaluation <input type="checkbox"/> Test/Quiz <input checked="" type="checkbox"/> Peer/Self Evaluation <input checked="" type="checkbox"/> Written/Oral Presentation <input type="checkbox"/> Others; _____	<input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input type="checkbox"/> Synthesis <input checked="" type="checkbox"/> Evaluation

Product	Reteach Activity/Homework	Lesson Closure
	Homework: Students will add more details to their brochures or fliers.	Tell me why North American-based businesses should seriously look at McAllen-Edinburg-Mission MSA and Reynosa, Mexico as a viable place to set up their plants or operation rather than outsourcing their products overseas.