



RESEARCH ARTICLE

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PRODUCTION OF EDUCATIONAL TECHNOLOGY ABOUT ENTREPRENEURSHIP FOR NURSES OF SURGICAL CLINIC

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ABSTRACT

Objective: It was reported the production of an educational technology about entrepreneurship for nurses working in a surgical clinic. **Methodology:** We used the Method of Questioning by following the five steps arch of Maguerez. From observation, by nursing students on nursing activity in a surgical clinic of a public hospital in the city of Belém/PA, It was noticed that they saw themselves not as potential entrepreneurs thus came the proposal of approach through an educational video produced to encourage and instruct the nurse on entrepreneurship in nursing and its various aspects; then the key points had been raised; held the theoretical foundation of the theme; and finally the creation of video. **Results:** the planning and construction of educational technology in video form with the subject "entrepreneurship in nursing", your production was held during 3 months, and in your script there were questions and answers. **Conclusion:** There was the perception of the necessity of construction of educational technologies with the purpose of raising awareness, educate and awaken the students and professionals to participate in the process of formation of new knowledge, these serve as a tool for performing educational activities and enable the development of nursing a profile more enterprising.

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INTRODUCTION

The word entrepreneurship comes from the French term *entrepreneur*, of 18TH century, that was linked to people who risked in the implementation of new projects and ideas to be applied in the economic context. Currently, the entrepreneurship it is the search for new opportunities and implementation of technical and scientific knowledge in the creation of a lucrative business, in a continuous process of creative destruction (Oliveira et al., 2016).

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It is worth mentioning the presence of two main types: corporate entrepreneurship that can be defined as a way to seek out new opportunities and develop new ideas within existing enterprises; and social entrepreneurship, that seeks to simultaneously develop a profitable business and sustainable, promoting quality of life social, economic, cultural and environmental (Baggio, 2014). From that concept, Social Entrepreneurship becomes a field of acting professional nursing, for this to be able to develop potentialities in various social contexts of health (Backes et al., 2016). Allied to this concept, it has been the opinion 03 Ministerial September 1946, in which the nurse came to be recognized as an autonomous professional to perform their activities that do not

relate to the traditional model, which is aimed only at practice Nursing procedures. On this premise, according to the resolution of the Federal Council of nursing (COFEN) paragraph 567/2018, the nursing Professional is able to work in the prevention and care of patients with wounds; Open clinics and doctors' offices; request laboratory tests and x-rays established institutional protocols; In addition, the performance of integrative and complementary practices. In this way, the nurse it has tools to innovate the performance in assistance and greater field of practice (Brazil, 2018). However, the knowledge deficit on the part of professionals about entrepreneurship makes the search for other fields of activity, so it is necessary to raise awareness of the category through the implementation of educational technology that are also tools used in permanent education, as pointed out by Cardoso *et al.* (2018).

Objective

Reporting the production of an educational technology about entrepreneurship for active nurses in surgical clinic.

MATERIALS AND METHODS

This is an account of experience linked to the curricular component clinical and surgical Nursing, undergraduate degree in nursing from the University of the State of Pará (UEPA), third grade class, block I. The construction process of the video emerged from an evaluative requirement for integrated activities in health (AIS), which occurs twice a year, mandatory character of higher education institution (HEI). We used the methodology of Problematization of Maguerez arch (Berbel, 2014), which has five steps: reality observation and elaboration of the problem, the survey of key points, theorizing, chances of solution and application to reality. The first step of the arc occurred during the performance of practical activities in a public Hospital in the city of Belém, PA, Brazil. It was observed the reality of Surgical Clinic Nurses regarding theme: "entrepreneurship in nursing". The second step consisted in the survey of the main key points, which found the entrepreneurial vision deficit by nursing professionals, which although they have technical and scientific knowledge of the practices in Surgical Clinic, not if you thought managing a profitable business connected to that medium, such as owners of Office for treatment of wounds or entrepreneurs of materials to the hospital. Giving continuity, the third stage of the arch was made with the research of scientific articles in the portals of the Virtual Health Library (VHL), PUBMED, Institute of Education Sciences (ERIC) about the themes "entrepreneurship" and "entrepreneurship in Nursing". On the problem detected by the lack of participation by professionals to entrepreneurship in Surgical Clinic, following the fourth stage or chance of solution, in which there was the possibility of creating a technology that could clarify the professionals as to the subject addressed, specifically, an audiovisual resource that would allow the understanding of clear and objective way, and easy serving.

The fifth stage of the arc, application to reality, if given for building the above-mentioned technology, in which the students and the guidance counselor set up the script of educational video based on a question and answer program. Then the students defined their characters, named as: Presenter (AP. 1), the program's anchor, Presenter 2 (AP 2) responsible for interviewing and performing questions to invited experts

on the subject, which were an entrepreneurial consultant (C1) and a nurse entrepreneur consulting specialist (C2). Was a fictional television show mounted in a recording studio with scenario called "nursing in big business", with the support of two professional cameras gave the production and editing of the video. The latter was made by professionals in the field of multimedia.

RESULTS

The technology production was held during the months of March, April and May in the year 2018, with weekly team meetings. During the first meetings drew up a roadmap to organize the production stages and that contained questions and answers based on theoretical searched; materials used; and the estimated time of recording. Furthermore, the recordings were made in two days, being the first day meant a visit to the physical space and a rehearsal of the lines, the second day to perform recording. The production process resulted in a video containing 10 minutes and 10 seconds long, in the shape of a television news program with the title of "nursing in big business", in it there are have four fictional characters represented by the components of the group. With the program the presenter explains the topic to be discussed, then moves to another scenario, containing the second presenter and the two guests, in which were held six questions and answers, which are: "what is entrepreneurship?"; "How is the scenery of entrepreneurship in nursing in Brazil?"; "How to open a company and how to undertake within the nursing?"; "What other sector the nurse can undertake, in addition to the surgical clinic?"; "There are challenges to undertake in Brazil?"; "There is a law, Ordinance or resolution that legitimizes nursing clinics?". It is worth mentioning, that the questions of entrepreneurs were answered by a character theme, the consultant related to entrepreneurship in nursing were answered by a nurse specialist in the area.

DISCUSSION

Entrepreneurship in nursing in Brazil is on the rise. With the increase in the number of professionals, and consequently the professional market saturation, the nurse fits to the new economic scenario, recognizing that, even with their multiple skills and competencies, it is necessary to dare and exploring in search of new fields and opportunity of professional performance (Andrade, Ben, Sanna 2015). Thus, in the context of entrepreneurship in nursing educational technologies can be used, such as videos for example, to maximize the performance of a professional for the particular subject. In this way, the use of videos provides an orderly nurse Viewer the knowledge about the subject, enabling the development of a critical conscience. In addition, language transmitted by video makes it a relevant mediator of learning, since it combines sound, text and image in a same product (Dalmolin *et al.* 2016).

In this way, Silveira e Cogo (2017) highlight that Digital Educational Technologies (TED) have been increasing your public health courses, because it enables quick access and at any time, one of these features it is worth mentioning the videos, games; and hypertexts, these can be published on internet, DVDs/CDs, cell phone, tablets, computers, among others. Soon, these technologies can be used as instruments for the purpose of spreading a permanent education between nursing professionals. To this end, the use of educational

videos, are characterized by presenting the content in a more dynamic and to arrest more spectator interest, in order to reach the awareness of the target audience (Legey; Maia; Santo, 2017).

Conclusion

The model of teaching and learning has undergone several modifications over time, including the use of educational technologies as a way to assist in the training process of students or professionals. In this sense, the fact that the technological resource is a functional tool which allows the awareness and education of the target audience, in order to incorporate new knowledge to these individuals, however, the theoretical references are scarce and hamper the spread of these ideas. With that, the educational video is a catalyzing device with regard to entrepreneurship in nursing, as it encourages professionals to seek new knowledge and job opportunities, given the saturation of the labour market and need to qualify the services independent of career followed. The extent to which this job provided learning exchange between academics and professionals, demonstrates the importance of the development of other innovative technologies considered, that is, to run away from the traditional pattern of education, and consequently, come and allow the spread of ideas from simple and qualified. Therefore, the study of literature and methodology of the Maguerez arc, highlighted the fact that the labour market is increasingly demanding and the nurse there is the beginning of a hospitalocêntrica loss of performance. Soon, for this contribution, the video will help to raise awareness of these professionals turning your eyes to entrepreneurship, which is in the process of validation. In this way, part of the professional gets the improvement of quality of your services in the various segments in which to work.

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