

Unit	Topic	Lesson	Lesson Objectives
<b>Introduction to Entrepreneurship I Course Overview</b>			
<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>Describe the goal of the course</li> <li>Describe the different ways in which a person might use entrepreneurial skills</li> <li>List tips for achieving academic success in the course</li> </ul> <p><b>Start the Course</b></p> <ul style="list-style-type: none"> <li>Identify computer requirements</li> <li>Learn how to move through the course</li> <li>Switch between windows</li> </ul> <p><b>Set Up Your Computer</b></p> <ul style="list-style-type: none"> <li>Find files and folders on a computer</li> <li>Set up a computer to show the List folder view and file name extensions</li> <li>Make a course folder</li> </ul> <p><b>Set Up a Browser and Install 7-Zip</b></p> <ul style="list-style-type: none"> <li>Set up a Web browser</li> <li>Download and install a zip utility</li> <li>Zip and unzip files and folders</li> </ul> <p><b>Research and Citation</b></p> <ul style="list-style-type: none"> <li>Identify sources of trustworthy information</li> <li>Define plagiarism and citation</li> </ul>			
<b>The Role of the Entrepreneur</b>			
<p><b>Entrepreneurship Basics</b></p> <ul style="list-style-type: none"> <li>Define and identify entrepreneurs</li> <li>Identify differences between product-based and service-based businesses</li> <li>Identify units of sale for different types of businesses</li> </ul> <p><b>Producers and Consumers</b></p> <ul style="list-style-type: none"> <li>Identify differences between producers and consumers</li> <li>Identify how an economy is formed</li> <li>Identify factors that make regional economies different</li> </ul>			

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			<p><b>Entrepreneurs and the Economy</b></p> <ul style="list-style-type: none"> <li>Identify ways to tell if an economy is strong or weak</li> <li>Define capitalism and identify how it encourages entrepreneurship and competition</li> <li>Identify how entrepreneurs are important to their communities and the nation</li> </ul> <p><b>Past and Future of Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>Identify differences between inventors and entrepreneurs</li> <li>Identify contributions of entrepreneurs to the economic growth and development of the US</li> <li>Identify future prospects for entrepreneurship</li> <li>Identify the role of the entrepreneur in the local community</li> </ul>
			<p><b>Entrepreneurship as a Career</b></p> <p><b>Self-Employment</b></p> <ul style="list-style-type: none"> <li>Identify advantages and disadvantages of self-employment</li> <li>Identify the special advantages and disadvantages of teen entrepreneurs</li> </ul> <p><b>Characteristics of Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>Identify characteristics of successful entrepreneurs</li> <li>Identify skills and education that are helpful for entrepreneurs</li> </ul> <p><b>Personal Potential for Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>Identify reasons to become an entrepreneur</li> <li>Assess your personal potential to become an entrepreneur</li> </ul> <p><b>Career Paths for Entrepreneurs</b></p> <ul style="list-style-type: none"> <li>Identify how entrepreneurial qualities can be useful for employees</li> <li>Identify career paths that can help a person develop entrepreneurial skills and characteristics</li> </ul>
			<p><b>Economic Principles</b></p> <p><b>Profit and Loss</b></p> <ul style="list-style-type: none"> <li>Define profit, gross profit, and net profit</li> <li>Identify differences between gross and net profit</li> <li>Define value, loss, and startup costs</li> <li>Identify ways to increase a company's net profit</li> </ul> <p><b>Profit Motive and Competition</b></p> <ul style="list-style-type: none"> <li>Define profit motive and identify its impact on business</li> <li>Identify differences between direct and indirect competition</li> <li>Identify differences between price and nonprice competition</li> <li>Identify how a company can improve its competitive position</li> </ul>

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		<b>Supply and Demand</b>	<ul style="list-style-type: none"> <li>Define supply, demand, and scarcity</li> <li>Identify causes of scarcity</li> <li>Identify how the Law of Supply and Demand works</li> </ul>
		<b>Factors of Production</b>	<ul style="list-style-type: none"> <li>Identify how land, labor, capital, and entrepreneurship combine as factors of production</li> <li>Identify differences between industrial and consumer goods</li> </ul>
		<b>Production and Delivery</b>	
		<b>Fields of Business Activity</b>	<ul style="list-style-type: none"> <li>Identify major fields of business activity, including extractive, manufacturing, wholesaling, retailing, services, subcontracting, and cottage industries</li> </ul>
		<b>Product and Service Types</b>	<ul style="list-style-type: none"> <li>Identify types of consumer goods, based on durability and buying habits</li> <li>Identify types of services</li> <li>Identify ways to distribute products and services</li> </ul>
		<b>Economic Utility</b>	<ul style="list-style-type: none"> <li>Define and identify economic utility, including form, place, time, possession, and information utility</li> <li>Identify ways to add economic utility to products and services</li> </ul>
		<b>The Product Life Cycle</b>	<ul style="list-style-type: none"> <li>Define economies and diseconomies of scale</li> <li>Define market saturation</li> <li>Identify the stages of the product life cycle</li> </ul>
		<b>Small Business Basics</b>	
		<b>Parts of a Business</b>	<ul style="list-style-type: none"> <li>Identify the four parts of a business, including production, finance, marketing, and customer service</li> <li>Identify other departments that a business might have</li> </ul>
		<b>Success and Failure</b>	<ul style="list-style-type: none"> <li>Identify factors that contribute to small business success</li> <li>Identify factors that contribute to small business failure</li> </ul>

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		<b>Business Ethics</b>	<ul style="list-style-type: none"> <li>Define ethics and ethical behavior</li> <li>Identify social responsibilities and legal issues involved in ethical business choices</li> <li>Identify conflicts of interest and examples of ethical business practices</li> <li>Identify the role of the entrepreneur in promoting ethical business practices</li> </ul>
		<b>Business Ideas and Opportunities</b>	
		<b>Small Business Opportunities</b>	<ul style="list-style-type: none"> <li>Evaluate an idea to determine if it is a good opportunity</li> <li>Identify the role of small business in the global economy</li> <li>Identify how to recognize opportunities for small businesses in the global marketplace</li> </ul>
		<b>Developing Business Ideas</b>	<ul style="list-style-type: none"> <li>Identify changes and trends as a source of new business ideas</li> <li>Identify brainstorming, creative thinking, and observations as ways to generate business ideas</li> <li>Identify current resources, publications, and sites available to assist with determining what type of business to start</li> </ul>
		<b>Personality and Skills</b>	<ul style="list-style-type: none"> <li>Identify the importance of personality and ability when selecting a type of business to open</li> <li>Identify how personal goals, lifestyle, background, hobbies, interests, experience, abilities, and financial resources will impact one's choice of business</li> </ul>
		<b>Defining Your Business</b>	
		<b>Setting a Purpose</b>	<ul style="list-style-type: none"> <li>Identify the importance of defining your business</li> <li>Identify the importance of a mission and vision statement for a business</li> </ul>
		<b>Your Business Plan</b>	<ul style="list-style-type: none"> <li>Identify reasons for writing a business plan</li> <li>Identify and describe the parts of a business plan</li> <li>Identify how to use a business plan</li> </ul>
		<b>Setting the Scope</b>	<ul style="list-style-type: none"> <li>Identify reasons to focus the scope of a company's products and services</li> <li>Identify how the scope of products and services will be different for different types of businesses</li> <li>Identify how to determine what products and services the business will offer</li> </ul>

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<b>Business Organization</b>			
<b>Business Structures</b>			
Identify reasons for limiting personal liability for a company			
Define pass-through taxation			
Identify the legal forms of business ownership and the legal and tax implications of each			
<b>Corporations and Franchises</b>			
Identify the three main types of corporations			
Identify how to choose a form of business ownership			
Identify the purpose of franchising			
<b>Registering a Business</b>			
Identify reasons to get a DBA name for a company			
Identify how to register a trademark with the state and federal government			
Identify where to get business licenses and permits			
Identify how to register for taxes			
Identify sources of assistance in planning and licensing a business			
<b>Internal Organization</b>			
Identify ways to organize a business and its tasks			
Identify different types of organization charts			
Identify records needed by small businesses			
<b>Buying and Using Inventory</b>			
Identify factors that affect purchasing			
Identify ways to control inventory			
Identify procedures for shipping and receiving			
<b>Marketing Basics</b>			
<b>Brand Image</b>			
Identify differences between corporate and brand image			
Identify factors that affect brand image			
<b>The Marketing Mix</b>			
Define marketing and market positioning			
Identify steps in developing a marketing message			
Identify the five P's and five C's of the marketing mix			

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		<b>Market Penetration</b>	<ul style="list-style-type: none"> <li>Define market share and market penetration strategy</li> <li>Define market segmenting and research</li> <li>Identify questions to ask in a customer profile survey</li> </ul>
		<b>Promoting Your Company</b>	
		<b>Promotional Methods</b>	<ul style="list-style-type: none"> <li>Identify promotional methods and costs</li> <li>Identify factors to evaluate in a promotion</li> </ul>
		<b>Advertising Media</b>	<ul style="list-style-type: none"> <li>Identify types of advertising media and their strengths and weaknesses</li> <li>Identify differences between institutional and product advertising</li> </ul>
		<b>Advertising Messages</b>	<ul style="list-style-type: none"> <li>Identify differences between features and benefits</li> <li>Identify ways to use emotions, desires, fears, and needs in advertising messages</li> </ul>
		<b>Creating a Balanced Plan</b>	<ul style="list-style-type: none"> <li>Identify components of a marketing plan</li> <li>Identify the importance of coordinating diverse promotional activities</li> </ul>