

## Introduction to Entrepreneurship I - Course Outline

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
<b>Course Overview</b>			<b>4</b>
<b>Lesson 1: Start the Course</b>			
	<i>Identify computer requirements.</i>		
	<i>Learn how to move through the course.</i>		
	<i>Switch between windows.</i>		
<b>Lesson 2: Set Up Your Computer</b>			
	<i>Find files and folders on a computer.</i>		
	<i>Set up a computer to show the List folder view and file name extensions.</i>		
	<i>Make a course folder.</i>		
<b>Lesson 3: Set Up a Browser and Install 7-Zip</b>			
	<i>Set up a Web browser.</i>		
	<i>Download and install a zip utility.</i>		
	<i>Zip and unzip files and folders.</i>		
<b>Lesson 4: Find and Complete Coursework</b>			
	<i>Find and complete course tasks.</i>		
	<i>Identify trustworthy sources of information.</i>		
	<i>Define plagiarism and citation.</i>		
<b>Section 1: The Role of the Entrepreneur</b>			<b>9</b>
<b>Lesson 1: Entrepreneurship Basics</b>			
	<i>Define and identify entrepreneurs.</i>		
	<i>Identify differences between product-based and service-based businesses.</i>		
	<i>Identify units of sale for different types of businesses.</i>		
<b>Lesson 2: Producers and Consumers</b>			
	<i>Identify differences between producers and consumers.</i>		
	<i>Identify how an economy is formed.</i>		
	<i>Identify factors that make regional economies different.</i>		
<b>Lesson 3: Entrepreneurs and the Economy</b>			
	<i>Identify ways to tell if an economy is strong or weak.</i>		
	<i>Define capitalism and identify how it encourages entrepreneurship and competition.</i>		
	<i>Identify how entrepreneurs are important to their communities and the nation.</i>		
<b>Lesson 4: Past and Future of Entrepreneurship</b>			
	<i>Identify differences between inventors and entrepreneurs.</i>		
	<i>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</i>		
	<i>Identify future prospects for entrepreneurship.</i>		
	<i>Identify the role of the entrepreneur in the local community.</i>		
<b>Section 1 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 1</b>			
	<i>Section 1 quiz</i>	<b>4</b>	
<b>Assignment 1</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	

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<b>Section 2: Entrepreneurship as a Career</b>			<b>9</b>
<b>Lesson 1: Self-Employment</b>			
	<i>Identify advantages and disadvantages of self-employment.</i>		
	<i>Identify the special advantages and disadvantages of teen entrepreneurs.</i>		
<b>Lesson 2: Characteristics of Entrepreneurs</b>			
	<i>Identify characteristics of successful entrepreneurs.</i>		
	<i>Identify skills and education that are helpful for entrepreneurs.</i>		
<b>Lesson 3: Personal Potential for Entrepreneurship</b>			
	<i>Identify reasons to become an entrepreneur.</i>		
	<i>Assess your personal potential to become an entrepreneur.</i>		
<b>Lesson 4: Career Paths for Entrepreneurs</b>			
	<i>Identify how entrepreneurial qualities can be useful for employees.</i>		
	<i>Identify career paths that can help a person develop entrepreneurial skills and characteristics.</i>		
<b>Career Connection</b>			
<b>Section 2 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 2</b>			
	<i>Section 2 quiz</i>	<b>4</b>	
<b>Assignment 2</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	
<b>Section 3: Economic Principles</b>			<b>8</b>
<b>Lesson 1: Profit and Loss</b>			
	<i>Define profit, gross profit, and net profit.</i>		
	<i>Identify differences between gross and net profit.</i>		
	<i>Define value, loss, and startup costs.</i>		
	<i>Identify ways to increase a company's net profit.</i>		
<b>Lesson 2: Profit Motive and Competition</b>			
	<i>Define profit motive and identify its impact on business.</i>		
	<i>Identify differences between direct and indirect competition.</i>		
	<i>Identify differences between price and nonprice competition.</i>		
	<i>Identify how a company can improve its competitive position.</i>		
<b>Lesson 3: Supply and Demand</b>			
	<i>Define supply, demand, and scarcity.</i>		
	<i>Identify causes of scarcity.</i>		
	<i>Identify how the Law of Supply and Demand works.</i>		
<b>Lesson 4: Factors of Production</b>			
	<i>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</i>		
	<i>Identify differences between industrial and consumer goods.</i>		
<b>Section 3 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 3</b>			
	<i>Section 3 quiz</i>	<b>4</b>	
<b>Assignment 3</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	

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<b>Section 4: Production and Delivery</b>			<b>9</b>
<b>Lesson 1: Fields of Business Activity</b>			
	<i>Identify major fields of business activity, including extractive, manufacturing, wholesaling, retailing, services, subcontracting, and cottage industries.</i>		
<b>Lesson 2: Product and Service Types</b>			
	<i>Identify types of consumer goods, based on durability and buying habits.</i>		
	<i>Identify types of services.</i>		
	<i>Identify ways to distribute products and services.</i>		
<b>Lesson 3: Economic Utility</b>			
	<i>Define and identify economic utility, including form, place, time, possession, and information utility.</i>		
	<i>Identify ways to add economic utility to products and services.</i>		
<b>Lesson 4: The Product Life Cycle</b>			
	<i>Define economies and diseconomies of scale.</i>		
	<i>Define market saturation.</i>		
	<i>Identify the stages of the product life cycle.</i>		
<b>Career Connection</b>			
<b>Section 4 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 4</b>			
	<i>Section 4 quiz</i>	<b>4</b>	
<b>Assignment 4</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	
<b>Section 5: Small Business Basics</b>			<b>7</b>
<b>Lesson 1: Parts of a Business</b>			
	<i>Identify the four parts of a business, including production, finance, marketing, and customer service.</i>		
	<i>Identify other departments that a business might have.</i>		
<b>Lesson 2: Success and Failure</b>			
	<i>Identify factors that contribute to small business success.</i>		
	<i>Identify factors that contribute to small business failure.</i>		
<b>Lesson 3: Business Ethics</b>			
	<i>Define ethics and ethical behavior.</i>		
	<i>Identify social responsibilities and legal issues involved in ethical business choices.</i>		
	<i>Identify conflicts of interest and examples of ethical business practices.</i>		
	<i>Identify the role of the entrepreneur in promoting ethical business practices.</i>		
<b>Section 5 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 5</b>			
	<i>Section 5 quiz</i>	<b>4</b>	
<b>Assignment 5</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	

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<b>Section 6: Business Ideas and Opportunities</b>			<b>8</b>
<b>Lesson 1: Small Business Opportunities</b>			
	<i>Evaluate an idea to determine if it is a good opportunity.</i>		
	<i>Identify the role of small business in the global economy.</i>		
	<i>Identify how to recognize opportunities for small businesses in the global marketplace.</i>		
<b>Lesson 2: Developing Business Ideas</b>			
	<i>Identify changes and trends as a source of new business ideas.</i>		
	<i>Identify brainstorming, creative thinking, and observations as ways to generate business ideas.</i>		
	<i>Identify current resources, publications, and sites available to assist with determining what type of business to start.</i>		
<b>Lesson 3: Personality and Skills</b>			
	<i>Identify the importance of personality and ability when selecting a type of business to open.</i>		
	<i>Identify how personal goals, lifestyle, background, hobbies, interests, experience, abilities, and financial resources will impact one's choice of business.</i>		
<b>Career Connection</b>			
<b>Section 6 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 6</b>			
	<i>Section 6 quiz</i>	<b>4</b>	
<b>Assignment 6</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	
<b>Section 7: Defining Your Business</b>			<b>7</b>
<b>Lesson 1: Setting a Purpose</b>			
	<i>Identify the importance of defining your business.</i>		
	<i>Identify the importance of a mission and vision statement for a business.</i>		
<b>Lesson 2: Your Business Plan</b>			
	<i>Identify reasons for writing a business plan.</i>		
	<i>Identify and describe the parts of a business plan.</i>		
	<i>Identify how to use a business plan.</i>		
<b>Lesson 3: Setting the Scope</b>			
	<i>Identify reasons to focus the scope of a company's products and services.</i>		
	<i>Identify how the scope of products and services will be different for different types of businesses.</i>		
	<i>Identify how to determine what products and services the business will offer.</i>		
<b>Section 7 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 7</b>			
	<i>Section 7 quiz</i>	<b>4</b>	
<b>Assignment 7</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	

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<b>Section 8: Business Organization</b>			<b>10</b>
<b>Lesson 1: Business Structures</b>			
	<i>Identify reasons for limiting personal liability for a company.</i>		
	<i>Define pass-through taxation.</i>		
	<i>Identify the legal forms of business ownership and the legal and tax implications of each.</i>		
<b>Lesson 2: Corporations and Franchises</b>			
	<i>Identify the three main types of corporations.</i>		
	<i>Identify how to choose a form of business ownership.</i>		
	<i>Identify the purpose of franchising.</i>		
<b>Lesson 3: Registering a Business</b>			
	<i>Identify reasons to get a DBA name for a company.</i>		
	<i>Identify how to register a trademark with the state and federal government.</i>		
	<i>Identify where to get business licenses and permits.</i>		
	<i>Identify how to register for taxes.</i>		
	<i>Identify sources of assistance in planning and licensing a business.</i>		
<b>Lesson 4: Internal Organization</b>			
	<i>Identify ways to organize a business and its tasks.</i>		
	<i>Identify different types of organization charts.</i>		
	<i>Identify records needed by small businesses.</i>		
<b>Lesson 5: Buying and Using Inventory</b>			
	<i>Identify factors that affect purchasing.</i>		
	<i>Identify ways to control inventory.</i>		
	<i>Identify procedures for shipping and receiving.</i>		
<b>Career Connection</b>			
<b>Section 8 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 8</b>			
	Section 8 quiz	<b>4</b>	
<b>Assignment 8</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	
<b>Section 9: Marketing Basics</b>			<b>7</b>
<b>Lesson 1: Brand Image</b>			
	<i>Identify differences between corporate and brand image.</i>		
	<i>Identify factors that affect brand image.</i>		
<b>Lesson 2: The Marketing Mix</b>			
	<i>Define marketing and market positioning.</i>		
	<i>Identify steps in developing a marketing message.</i>		
	<i>Identify the five P's and five C's of the marketing mix.</i>		
<b>Lesson 3: Market Penetration</b>			
	<i>Define market share and market penetration strategy.</i>		
	<i>Define market segmenting and research.</i>		
	<i>Identify questions to ask in a customer profile survey.</i>		
<b>Section 9 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 9</b>			
	Section 9 quiz	<b>4</b>	
<b>Assignment 9</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	

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<b>Section 10: Promoting Your Company</b>			<b>12</b>
<b>Lesson 1: Promotional Methods</b>			
	<i>Identify promotional methods and costs.</i>		
	<i>Identify factors to evaluate in a promotion.</i>		
<b>Lesson 2: Advertising Media</b>			
	<i>Identify types of advertising media and their strengths and weaknesses.</i>		
	<i>Identify differences between institutional and product advertising.</i>		
<b>Lesson 3: Advertising Messages</b>			
	<i>Identify differences between features and benefits.</i>		
	<i>Identify ways to use emotions, desires, fears, and needs in advertising messages.</i>		
<b>Lesson 4: Creating a Balanced Plan</b>			
	<i>Identify components of a marketing plan.</i>		
	<i>Identify the importance of coordinating diverse promotional activities.</i>		
<b>Career Connection</b>			
<b>Section 10 Study Questions</b>			
	<i>See study question assignment description document for detailed instructions.</i>	<b>1</b>	
<b>Quiz Study Guide</b>			
	<i>Review the quiz study guide before taking the quiz.</i>		
<b>Quiz 10</b>			
	<i>Section 10 quiz</i>	<b>4</b>	
<b>Assignment 10</b>			
	<i>See assignment description document for detailed instructions.</i>	<b>5</b>	
<b>Total</b>		<b>100</b>	<b>90</b>