

Unit	Topic	Lesson	Lesson Objectives
Introduction to Entrepreneurship II			
Course Overview			
Introduction			
Describe the goal of the course			
Describe the different ways in which a person might use entrepreneurial skills			
List tips for achieving academic success in the course			
Start the Course			
Identify computer requirements			
Learn how to move through the course			
Switch between windows			
Set Up Your Computer			
Find files and folders on a computer			
Set up a computer to show the List folder view and file name extensions			
Make a course folder			
Set Up a Browser and Install 7-Zip			
Set up a Web browser			
Download and install a zip utility			
Zip and unzip files and folders			
Research and Citation			
Identify sources of trustworthy information			
Define plagiarism and citation			
Sales			
Principles of Selling			
Identify differences between marketing and sales			
Identify principles of selling			
Stages of Selling			
Identify the sales process, funnel, tunnel, and pipeline			
Identify the stages a potential customer goes through			
Identify steps in completing a sale			
Describe the importance of customer service in customer retention			

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			<p>Selling Opportunities</p> <ul style="list-style-type: none"> Identify how to use telemarketing as a sales tool Identify ways to sell via the Internet Identify sales opportunities at markets, fairs, and trade shows Identify ways to combine sales strategies <p>Sales Strategies</p> <ul style="list-style-type: none"> Define sales quotas and identify how they are used Define sales commissions and identify how they are used Describe network marketing
	Pricing		<p>Variable and Fixed Costs</p> <ul style="list-style-type: none"> Identify considerations in setting a selling price Define and identify variable and fixed costs Define and identify the cost of goods or services sold <p>Calculate Your Costs</p> <ul style="list-style-type: none"> Define minimum selling price and break-even point Calculate variable, fixed, and total cost per unit Calculate costs if the company sells multiple products <p>External Pricing Factors</p> <ul style="list-style-type: none"> Identify external pricing factors Identify the difference between cost-based and retail-based markup Calculate markup Identify differences between elastic and inelastic demand <p>Pricing Strategies</p> <ul style="list-style-type: none"> Identify pricing strategies, including psychological pricing, unit pricing, product line pricing, promotional pricing, penetration pricing, and price skimming Define price fixing and bait-and-switch advertising
	Personal Finance		<p>Personal Vision and Goals</p> <ul style="list-style-type: none"> Create and monitor a personal vision Set and prioritize personal financial goals Identify how to create a budget

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		Banking	<ul style="list-style-type: none"> Identify banking services and how to complete transactions Identify differences between checking and savings accounts Identify bank security concerns and the purpose of the FDIC Define currency and exchange rate Identify the purpose of the Federal Reserve System
		Investing	<ul style="list-style-type: none"> Define investing and identify investment goals Calculate ROI Define financial risk and diversification Identify differences between equity and debt investments Define interest and compound interest
Credit, Funding, and Risk			
		Establishing Credit	<ul style="list-style-type: none"> Define credit, credit history, and credit scores Identify ways to establish credit
		Borrowing and Lending	<ul style="list-style-type: none"> Define loans and lines of credit Identify types of credit a business might offer its customers
		Funding a Business	<ul style="list-style-type: none"> Identify types of funding and funders Identify common business costs Define cash flow and forecasting
		Risk Management	<ul style="list-style-type: none"> Identify types of risk that small business owners face Identify ways small business owners can protect themselves from risk
Accounting			
		Accounting	<ul style="list-style-type: none"> Identify financial health factors Define accounting, bookkeeping, and GAAP Identify accounting methods, internal accounting controls, and types of accounting

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		Bookkeeping and Customer Records	<ul style="list-style-type: none"> Identify types of bookkeeping, including single-entry and double-entry Identify popular accounting software and its purpose Define data and types of customer records
		Financial Reporting	<ul style="list-style-type: none"> Identify common financial statements Identify common financial ratios
	Taxes and Laws		
		Taxation	<ul style="list-style-type: none"> Identify common federal, state, and local taxes Identify how to file taxes
		Government Laws and Regulations	<ul style="list-style-type: none"> Identify the purpose of common government agencies and organizations
		Business Law	<ul style="list-style-type: none"> Define civil case, plaintiff, and defendant Define agency relationship and administrative law Identify the parts of a contract Identify breach of contract and common business torts Identify types of intellectual property
	Culture, Globalization, and Technology		
		Culture and Business	<ul style="list-style-type: none"> Define culture, cultural diversity, and etiquette Identify changes in American culture Define globalization Identify cultural differences in business
		Global Trade	<ul style="list-style-type: none"> Define global trade and domestic trade Define importing, exporting, free trade, and tariff Define exchange rate risk Identify factors that affect exchange rates Identify benefits and risks of participating in global trade

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		Technology	<ul style="list-style-type: none"> Identify benefits of using technology in business Identify common computer equipment used in business Define common technology terms
		Workplace Skills	
		Hiring Employees	<ul style="list-style-type: none"> Identify how to assess a company's needs Define specialization, division of labor, generalization, law of diminishing returns, outsourcing, and layoffs Identify common personnel policies Identify ways to find employees Identify components of orientation
		Succeeding in the Workplace	<ul style="list-style-type: none"> Identify common job-related documents and how they are used Identify tips for successful interviews Define resignation and firing Identify positive work attitudes and behaviors
		Communicating in the Workplace	<ul style="list-style-type: none"> Identify verbal, nonverbal, and written communication skills Define active listening, paraphrasing, and agenda Identify common business documents
		Management and Leadership	<ul style="list-style-type: none"> Define management and identify management styles Identify characteristics of successful teams Identify ways to motivate others Identify ways to get leadership and team experience