

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
Course Overview			4
Lesson 1: Start the Course			
	Identify computer requirements.		
	Learn how to move through the course.		
	Switch between windows.		
Lesson 2: 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.		
Lesson 3: 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.		
Lesson 4: Find and Complete Coursework			
	Find and complete course tasks.		
	Identify trustworthy sources of information.		
	Define plagiarism and citation.		
Section 1: The Role of the Entrepreneur			9
Lesson 1: Entrepreneurship Basics			
	Define and identify entrepreneurs.		
	Identify differences between product-based and service-based businesses.		
	Identify units of sale for different types of businesses.		
Lesson 2: Producers and Consumers			
	Identify differences between producers and consumers.		
	Identify how an economy is formed.		
	Identify factors that make regional economies different.		
Lesson 3: Entrepreneurs and the Economy			
	Identify ways to tell if an economy is strong or weak.		
	Define capitalism and identify how it encourages entrepreneurship and competition.		
	Identify how entrepreneurs are important to their communities and the nation.		
Lesson 4: Past and Future of Entrepreneurship			
	Identify differences between inventors and entrepreneurs.		
	Identify contributions of entrepreneurs to the economic growth and development of the U.S.		
	Identify future prospects for entrepreneurship.		
	Identify the role of the entrepreneur in the local community.		
Section 1 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 1			
	Section 1 quiz	20	
Assignment 1			
	See assignment description document for detailed instructions.	25	

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
Section 2: Entrepreneurship as a Career			9
Lesson 1: Self-Employment			
	Identify advantages and disadvantages of self-employment.		
	Identify the special advantages and disadvantages of teen entrepreneurs.		
Lesson 2: Characteristics of Entrepreneurs			
	Identify characteristics of successful entrepreneurs.		
	Identify skills and education that are helpful for entrepreneurs.		
Lesson 3: Personal Potential for Entrepreneurship			
	Identify reasons to become an entrepreneur.		
	Assess your personal potential to become an entrepreneur.		
Lesson 4: Career Paths for Entrepreneurs			
	Identify how entrepreneurial qualities can be useful for employees.		
	Identify career paths that can help a person develop entrepreneurial skills and characteristics.		
Career Connection			
Section 2 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 2			
	Section 2 quiz	20	
Assignment 2			
	See assignment description document for detailed instructions.	25	
Section 3: Economic Principles			8
Lesson 1: Profit and Loss			
	Define profit, gross profit, and net profit.		
	Identify differences between gross and net profit.		
	Define value, loss, and startup costs.		
	Identify ways to increase a company's net profit.		
Lesson 2: Profit Motive and Competition			
	Define profit motive and identify its impact on business.		
	Identify differences between direct and indirect competition.		
	Identify differences between price and nonprice competition.		
	Identify how a company can improve its competitive position.		
Lesson 3: Supply and Demand			
	Define supply, demand, and scarcity.		
	Identify causes of scarcity.		
	Identify how the Law of Supply and Demand works.		
Lesson 4: Factors of Production			
	Identify how land, labor, capital, and entrepreneurship combine as factors of production.		
	Identify differences between industrial and consumer goods.		
Section 3 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 3			
	Section 3 quiz	20	
Assignment 3			
	See assignment description document for detailed instructions.	25	

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
Section 4: Production and Delivery			9
Lesson 1: Fields of Business Activity			
	Identify major fields of business activity, including extractive, manufacturing, wholesaling, retailing, services, subcontracting, and cottage industries.		
Lesson 2: Product and Service Types			
	Identify types of consumer goods, based on durability and buying habits.		
	Identify types of services.		
	Identify ways to distribute products and services.		
Lesson 3: Economic Utility			
	Define and identify economic utility, including form, place, time, possession, and information utility.		
	Identify ways to add economic utility to products and services.		
Lesson 4: The Product Life Cycle			
	Define economies and diseconomies of scale.		
	Define market saturation.		
	Identify the stages of the product life cycle.		
Career Connection			
Section 4 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 4			
	Section 4 quiz	20	
Assignment 4			
	See assignment description document for detailed instructions.	25	
Section 5: Small Business Basics			7
Lesson 1: Parts of a Business			
	Identify the four parts of a business, including production, finance, marketing, and customer service.		
	Identify other departments that a business might have.		
Lesson 2: Success and Failure			
	Identify factors that contribute to small business success.		
	Identify factors that contribute to small business failure.		
Lesson 3: Business Ethics			
	Define ethics and ethical behavior.		
	Identify social responsibilities and legal issues involved in ethical business choices.		
	Identify conflicts of interest and examples of ethical business practices.		
	Identify the role of the entrepreneur in promoting ethical business practices.		
Section 5 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 5			
	Section 5 quiz	20	
Assignment 5			
	See assignment description document for detailed instructions.	25	

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
Section 6: Business Ideas and Opportunities			8
Lesson 1: Small Business Opportunities			
	<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>		
Lesson 2: Developing Business Ideas			
	<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>		
Lesson 3: Personality and Skills			
	<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>		
Career Connection			
Section 6 Study Questions			
	<i>See study question assignment description document for detailed instructions.</i>	5	
Quiz Study Guide			
	<i>Review the quiz study guide before taking the quiz.</i>		
Quiz 6			
	<i>Section 6 quiz</i>	20	
Assignment 6			
	<i>See assignment description document for detailed instructions.</i>	25	
Section 7: Defining Your Business			7
Lesson 1: Setting a Purpose			
	<i>Identify the importance of defining your business.</i>		
	<i>Identify the importance of a mission and vision statement for a business.</i>		
Lesson 2: Your Business Plan			
	<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>		
Lesson 3: Setting the Scope			
	<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>		
Section 7 Study Questions			
	<i>See study question assignment description document for detailed instructions.</i>	5	
Quiz Study Guide			
	<i>Review the quiz study guide before taking the quiz.</i>		
Quiz 7			
	<i>Section 7 quiz</i>	20	
Assignment 7			
	<i>See assignment description document for detailed instructions.</i>	25	

Introduction to Entrepreneurship I - Course Outline		Points Possible	Course Hours
Section 8: Business Organization			10
Lesson 1: Business Structures			
	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.		
Lesson 2: Corporations and Franchises			
	Identify the three main types of corporations.		
	Identify how to choose a form of business ownership.		
	Identify the purpose of franchising.		
Lesson 3: Registering a Business			
	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.		
Lesson 4: Internal Organization			
	Identify ways to organize a business and its tasks.		
	Identify different types of organization charts.		
	Identify records needed by small businesses.		
Lesson 5: Buying and Using Inventory			
	Identify factors that affect purchasing.		
	Identify ways to control inventory.		
	Identify procedures for shipping and receiving.		
Career Connection			
Section 8 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 8			
	Section 8 quiz	20	
Assignment 8			
	See assignment description document for detailed instructions.	25	
Section 9: Marketing Basics			7
Lesson 1: Brand Image			
	Identify differences between corporate and brand image.		
	Identify factors that affect brand image.		
Lesson 2: The Marketing Mix			
	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.		
Lesson 3: Market Penetration			
	Define market share and market penetration strategy.		
	Define market segmenting and research.		
	Identify questions to ask in a customer profile survey.		
Section 9 Study Questions			
	See study question assignment description document for detailed instructions.	5	
Quiz Study Guide			
	Review the quiz study guide before taking the quiz.		
Quiz 9			
	Section 9 quiz	20	
Assignment 9			
	See assignment description document for detailed instructions.	25	

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Section 10: Promoting Your Company			12
Lesson 1: Promotional Methods			
	<i>Identify promotional methods and costs.</i>		
	<i>Identify factors to evaluate in a promotion.</i>		
Lesson 2: Advertising Media			
	<i>Identify types of advertising media and their strengths and weaknesses.</i>		
	<i>Identify differences between institutional and product advertising.</i>		
Lesson 3: Advertising Messages			
	<i>Identify differences between features and benefits.</i>		
	<i>Identify ways to use emotions, desires, fears, and needs in advertising messages.</i>		
Lesson 4: Creating a Balanced Plan			
	<i>Identify components of a marketing plan.</i>		
	<i>Identify the importance of coordinating diverse promotional activities.</i>		
Career Connection			
Section 10 Study Questions			
	<i>See study question assignment description document for detailed instructions.</i>	5	
Quiz Study Guide			
	<i>Review the quiz study guide before taking the quiz.</i>		
Quiz 10			
	<i>Section 10 quiz</i>	20	
Assignment 10			
	<i>See assignment description document for detailed instructions.</i>	25	
Total		500	90