

Wyoming Department of Education Required Virtual Education Course Syllabus

Niobrara County School District # 1

Program Name	Wyoming Virtual Academy	Content Area	VE
Course ID	D-BUS-040V1-K	Grade Level	9-12
Course Name	Entrepreneurship I	# of Credits	0.5
SCED Code	12053G0.5011	Curriculum Type	K12 Inc

COURSE DESCRIPTION

Typically a 9-week course. In this introductory business course, students learn the basics of planning and launching their own successful business. Whether they want to start their own money-making business or create a non-profit to help others, this course helps students develop the core skills they need to be successful. They learn how to come up with new business ideas, attract investors, market their business, and manage expenses. Students hear inspirational stories of teen entrepreneurs who have turned their ideas into reality, and then they plan and execute their own business.

WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK (Standard/Indicator) Use the Standards and Benchmarks as Spreadsheets
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.3	College and career-ready students prepare an educational and career plan to enable them to gain desired knowledge and experience.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. (*CCSS W.11.4)
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.
CV12.4.4	College and career-ready students precisely follow a complex multistep procedure when performing technical tasks. (*Adapted from CCSS RL.9.3)
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.

SCOPE AND SEQUENCE		
UNIT OUTLINE	STANDARD#	OUTCOMES OBJECTIVES/STUDENT CENTERED GOALS
Unit 1: Course Overview 1.01 Start the Course		Identify computer requirements. Recognize different operating systems. Demonstrate how to switch between windows.
Unit 1: Course Overview 1.02 Set Up Your Computer		Organize files and folders on a computer. Set up a computer to show the List folder view and filename extensions. Make a course folder.
Unit 1: Course Overview 1.03 Set Up a Browser		Demonstrate how to set up a Web browser. Recognize reasons for zipping and unzipping files and folders.
Unit 1: Course Overview 1.04 Find and Complete Coursework		Demonstrate how to download, unzip, and install course resources.
Unit 2: The Role of the Entrepreneur 2.01 Entrepreneurship Basics 2.06 Study Questions: The Role of the Entrepreneur	CV12.1.2, CV12.1.3, 3.2,3.4, 5.1	Define entrepreneur. Identify the types of entrepreneurs. Distinguish between products and services. Identify product-based and service-based businesses. Identify units of sale for different types of businesses.
Unit 2: The Role of the Entrepreneur 2.02 Producers and Consumers		Distinguish between consumers and producers. Define economy. Describe how an economy is formed. Describe the U.S. economy. Identify factors that make regional economies different.

<p>Unit 2: The Role of the Entrepreneur 2.03 Entrepreneurs and the Economy</p>	<p>0</p>	<p>Identify ways to tell if an economy is strong or weak.</p> <p>Define Capitalism.</p> <p>Describe how capitalism encourages entrepreneurship and competition.</p> <p>Describe how entrepreneurs are important to the economy and society.</p>
<p>Unit 2: The Role of the Entrepreneur 2.04 Past and Future of Entrepreneurship 2.05 Unit Review</p>	<p>0</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p> <p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>
<p>Unit 2: The Role of the Entrepreneur 2.07 The Role of the Entrepreneur Quiz</p>	<p>2CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p> <p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>

<p>Unit 2: The Role of the Entrepreneur 2.08 The Role of the Entrepreneur Graded Assignment</p>	<p>2CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p> <p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>
<p>Unit 2: The Role of the Entrepreneur 2.08 The Role of the Entrepreneur Graded Assignment (cont.)</p>	<p>2CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p> <p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>
<p>Unit 2: The Role of the Entrepreneur 2.08 The Role of the Entrepreneur Graded Assignment (cont.)</p>	<p>2CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p>

		<p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>
<p>Unit 2: The Role of the Entrepreneur 2.08 The Role of the Entrepreneur Graded Assignment (cont.)</p>	<p>CV.12.1.2, CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify differences between inventors and entrepreneurs.</p> <p>Describe the evolution of entrepreneurship.</p> <p>Identify contributions of entrepreneurs to the economic growth and development of the U.S.</p> <p>Describe influential American entrepreneurs.</p> <p>Identify future prospects for entrepreneurship.</p> <p>Describe the role of an entrepreneur in the local community.</p>
<p>Unit 3: Entrepreneurship as a Career 3.01 Self-Employment 3.06 Study Questions: Entrepreneurship as a Career</p>	<p>CV12.1.2, CV12.1.3, 3.2,3.4, 5.1</p>	<p>Identify advantages and disadvantages of self-employment.</p> <p>Describe self-employment.</p> <p>Identify the special advantages and disadvantages of teen entrepreneurs.</p>
<p>Unit 3: Entrepreneurship as a Career 3.02 Characteristics of Entrepreneurs</p>	<p>0</p>	<p>Recognize the work of entrepreneurs in organizing productive resources and competing with other producers.</p> <p>Identify characteristics of successful entrepreneurs.</p> <p>Recognize different skills required for becoming an entrepreneur.</p>
<p>Unit 3: Entrepreneurship as a Career 3.03 Personal Potential for Entrepreneurship</p>	<p>0</p>	<p>Identify reasons to become an entrepreneur.</p> <p>Identify the characteristics of a good business idea.</p>

		<p>Assess your personal potential to become an entrepreneur.</p> <p>Identifying strong potentials as entrepreneurs.</p>
<p>Unit 3: Entrepreneurship as a Career 3.04 Career Paths for Entrepreneurs 3.05 Unit Review</p>	0	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 3: Entrepreneurship as a Career 3.07 Entrepreneurship as a Career Quiz</p>	2CV12.1.3, 3.2,3.4, 5.1	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 3: Entrepreneurship as a Career 3.08 Entrepreneurship as a Career Graded Assignment</p>	2CV12.1.3, 3.2,3.4, 4.1 5.1	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 3: Entrepreneurship as a Career 3.08 Entrepreneurship as a Career Graded Assignment (cont.)</p>	2CV12.1.3, 3.2,3.4, 4.1 5.1	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal</p>

		<p>growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 3: Entrepreneurship as a Career 3.08 Entrepreneurship as a Career Graded Assignment (cont.)</p>	<p>2CV12.1.3, 3.2,3.4, 4.1 5.1</p>	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 3: Entrepreneurship as a Career 3.08 Entrepreneurship as a Career Graded Assignment (cont.)</p>	<p>2CV12.1.3, 3.2,3.4, 4.1 5.1</p>	<p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p> <p>Identify strategies for long-term career management and personal growth.</p> <p>Identify the common supervisory and management roles that can help a person develop entrepreneurial skills and characteristics.</p>
<p>Unit 4: Economic Principles 4.01 Profit and Loss 4.06 Study Questions: Economic Principles</p>	<p>CV12.1.4, 3.1, 3.4,4.2, 4.4</p>	<p>Define revenue, profit, gross profit, and net profit in a business.</p> <p>Identify differences between gross and net profit.</p> <p>Define value, loss and startup costs in a business.</p> <p>Identify ways to increase a company's net profit.</p>
<p>Unit 4: Economic Principles 4.02 Profit Motive and Competition</p>	<p>0</p>	<p>Describe the difference between communist and capitalist economic systems in terms of government control, competition, and profit motive.</p> <p>Define profit and describe how</p>

		<p>profit is an incentive for entrepreneurs.</p> <p>Define profit motive and identify its impact on business.</p> <p>Identify the primary goal of a profit making company.</p> <p>Identify differences between direct and indirect competition among companies.</p> <p>Define non-competition among companies.</p> <p>Identify differences between price and nonprice competition among companies.</p> <p>Identify how a company can improve its competitive position in the industry.</p>
<p>Unit 4: Economic Principles 4.03 Supply and Demand</p>	<p>0</p>	<p>Define supply, demand, and scarcity.</p> <p>Identify causes of scarcity.</p> <p>Identify how the Law of Supply and Demand works.</p> <p>Recognize ways in which supply and demand affect the price of a good or service.</p> <p>Explain the relationship between supply and demand.</p>
<p>Unit 4: Economic Principles 4.04 Factors of Production 4.05 Unit Review</p>	<p>0</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>
<p>Unit 4: Economic Principles 4.07 Economic Principles Quiz</p>	<p>CV12.1.4, 3.1, 3.4,4.4</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>

<p>Unit 4: Economic Principles 4.08 Economic Principles Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>
<p>Unit 4: Economic Principles 4.08 Economic Principles Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>
<p>Unit 4: Economic Principles 4.08 Economic Principles Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>
<p>Unit 4: Economic Principles 4.08 Economic Principles Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify how land, labor, capital, and entrepreneurship combine as factors of production.</p> <p>Identify differences between industrial and consumer goods.</p>
<p>Unit 5: Production and Delivery 5.01 Fields of Business Activity 5.06 Study Questions: Production and Delivery</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify major fields of business activity, including extractive, manufacturing, wholesaling, retailing, services, subcontracting, and cottage industries</p>
<p>Unit 5: Production and Delivery 5.02 Product and Service Types</p>	<p>0</p>	<p>Identify types of consumer goods, based on durability and buying habits.</p> <p>Identify types of services.</p> <p>Identify ways to distribute products and services.</p>
<p>Unit 5: Production and Delivery 5.03 Economic Utility</p>	<p>0</p>	<p>Define and identify economic utility, including form, place, time, possession, and information utility.</p> <p>Identify ways to add economic utility to products and services.</p>
<p>Unit 5: Production and Delivery 5.04 The Product Life Cycle 5.05 Unit Review</p>	<p>0</p>	<p>Define economies and diseconomies of scale.</p> <p>Define market saturation.</p> <p>Identify the stages of the product life cycle.</p>

		Identify stages of production and delivery by reading the entrepreneurial experiences of a peer.
Unit 5: Production and Delivery 5.07 Production and Delivery Quiz	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define economies and diseconomies of scale. Define market saturation. Identify the stages of the product life cycle. Identify stages of production and delivery by reading the entrepreneurial experiences of a peer.
Unit 5: Production and Delivery 5.08 Production and Delivery Graded Assignment	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define economies and diseconomies of scale. Define market saturation. Identify the stages of the product life cycle. Identify stages of production and delivery by reading the entrepreneurial experiences of a peer.
Unit 5: Production and Delivery 5.08 Production and Delivery Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define economies and diseconomies of scale. Define market saturation. Identify the stages of the product life cycle. Identify stages of production and delivery by reading the entrepreneurial experiences of a peer.
Unit 5: Production and Delivery 5.08 Production and Delivery Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define economies and diseconomies of scale. Define market saturation. Identify the stages of the product life cycle. Identify stages of production and

		<p>delivery by reading the entrepreneurial experiences of a peer.</p>
<p>Unit 5: Production and Delivery 5.08 Production and Delivery Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Define economies and diseconomies of scale.</p> <p>Define market saturation.</p> <p>Identify the stages of the product life cycle.</p> <p>Identify stages of production and delivery by reading the entrepreneurial experiences of a peer.</p>
<p>Unit 6: Small Business Basics 6.01 Stages and Parts of a Business 6.05 Study Questions: Small Business Basics</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3, 4.4</p>	<p>Identify the six different stages of a business, including identify, plan, start, operate, improve, and exit.</p> <p>Identify the four parts of a business, including production, finance, marketing, and customer service.</p> <p>Identify other departments that a business might have.</p> <p>Identify required departments for a business.</p>
<p>Unit 6: Small Business Basics 6.02 Success and Failure</p>		<p>Identify factors that contribute to small business success.</p> <p>Identify factors that contribute to small business failure.</p>
<p>Unit 6: Small Business Basics 6.03 Business Ethics 6.04 Unit Review</p>		<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>

<p>Unit 6: Small Business Basics 6.06 Small Business Basics Quiz</p>	<p>CV12.1.4, 3.1, 3.4,4.4</p>	<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>
<p>Unit 6: Small Business Basics 6.07 Small Business Basics Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.4</p>	<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>
<p>Unit 6: Small Business Basics 6.07 Small Business Basics Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.4</p>	<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>
<p>Unit 6: Small Business Basics 6.07 Small Business Basics Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.4</p>	<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and</p>

		<p>examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>
<p>Unit 6: Small Business Basics 6.07 Small Business Basics Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.4</p>	<p>Define ethics and ethical behavior.</p> <p>Define business ethics.</p> <p>Identify conflicts of interest and examples of ethical business practices.</p> <p>Identify social responsibilities and legal issues involved in ethical business choices.</p> <p>Identify the role of the entrepreneur in promoting ethical business practices.</p>
<p>Unit 7: Business Ideas and Opportunities 7.01 Small Business Opportunities 7.05 Study Questions: Business Ideas and Opportunities</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.4</p>	<p>Differentiate between a business idea and a business opportunity.</p> <p>Identify the characteristics of a good business idea.</p> <p>Describe a global marketplace.</p> <p>Identify global opportunities for small businesses.</p>
<p>Unit 7: Business Ideas and Opportunities 7.02 Developing Business Ideas</p>	<p>0</p>	<p>Describe changes and trends as a source of new business ideas and opportunities.</p> <p>Identify different types of changes and trends for new business ideas.</p> <p>Identify creative ways to generate business ideas.</p> <p>Identify different types of resources that aid in deciding the type of business to start.</p>

<p>Unit 7: Business Ideas and Opportunities 7.03 Personality and Skills 7.04 Unit Review</p>	<p>0</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>
<p>Unit 7: Business Ideas and Opportunities 7.06 Business Ideas and Opportunities Quiz</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>
<p>Unit 7: Business Ideas and Opportunities 7.07 Business Ideas and Opportunities Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>

<p>Unit 7: Business Ideas and Opportunities 7.07 Business Ideas and Opportunities Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>
<p>Unit 7: Business Ideas and Opportunities 7.07 Business Ideas and Opportunities Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>
<p>Unit 7: Business Ideas and Opportunities 7.07 Business Ideas and Opportunities Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Describe how individual abilities, interests, and experiences impact a business.</p> <p>Identify types of individual differences that are advantageous to a business idea.</p> <p>Identify the unique abilities, interest, and experiences of an individual and the type of business they coincide with.</p> <p>Identify the entrepreneurial characteristics demonstrated by entrepreneurial employees.</p>

<p>Unit 8: Defining Your Business 8.01 Setting a Purpose 8.05 Study Questions: Defining Your Business</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.3,4.4</p>	<p>Identify the reasons that are important for defining the purpose of a company.</p> <p>Describe mission, vision, and values as parts of a company's purpose.</p> <p>Answer some of the questions that help in defining the purpose of a company.</p>
<p>Unit 8: Defining Your Business 8.02 Your Business Plan</p>	<p>0</p>	<p>Identify reasons for creating a business plan.</p> <p>Identify the different parts of a business plan.</p> <p>Describe the various uses of a business plan.</p>
<p>Unit 8: Defining Your Business 8.03 Setting the Scope 8.04 Unit Review</p>	<p>0</p>	<p>Define the scope of a company with respect to the range or variety of products and services it offers.</p> <p>Identify the importance and reasons for limiting the scope of a company.</p> <p>Describe SWOT.</p> <p>Identify the factors that determine the choice of products and services for a company.</p>
<p>Unit 8: Defining Your Business 8.06 Defining Your Business Quiz</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Define the scope of a company with respect to the range or variety of products and services it offers.</p> <p>Identify the importance and reasons for limiting the scope of a company.</p> <p>Describe SWOT.</p> <p>Identify the factors that determine the choice of products and services for a company.</p>
<p>Unit 8: Defining Your Business 8.07 Defining Your Business Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Define the scope of a company with respect to the range or variety of products and services it offers.</p> <p>Identify the importance and reasons for limiting the scope of a company.</p> <p>Describe SWOT.</p>

		Identify the factors that determine the choice of products and services for a company.
Unit 8: Defining Your Business 8.07 Defining Your Business Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define the scope of a company with respect to the range or variety of products and services it offers. Identify the importance and reasons for limiting the scope of a company. Describe SWOT. Identify the factors that determine the choice of products and services for a company.
Unit 8: Defining Your Business 8.07 Defining Your Business Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define the scope of a company with respect to the range or variety of products and services it offers. Identify the importance and reasons for limiting the scope of a company. Describe SWOT. Identify the factors that determine the choice of products and services for a company.
Unit 8: Defining Your Business 8.07 Defining Your Business Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Define the scope of a company with respect to the range or variety of products and services it offers. Identify the importance and reasons for limiting the scope of a company. Describe SWOT. Identify the factors that determine the choice of products and services for a company.
Unit 9: Business Organization 9.01 Business Structures 9.07 Study Questions: Business Organization	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Describe the term personal liability. Identify the types of businesses that may require personal liability protection from company/owners. Describe pass-through taxation. Identify the four legal business structures in the United States.

		Describe the advantages and disadvantages of the four legal business structures in the United States.
Unit 9: Business Organization 9.02 Corporations and Franchises	CV.12.1.2	Identify the three main types of corporations. Identify the right type of business structure for a company. Identify the purpose of franchising.
Unit 9: Business Organization 9.03 Registering a Business	0	Identify the reasons to get a DBA name for a company. Describe trademarks. List the government authorities that register trademark of a company as per its area of operation. Identify how to register a trademark with the state and federal government. Identify the type of license or permit required to start a particular type of business. Describe how to register a company for paying taxes. Identify the resources to assist in planning and licensing a business.
Unit 9: Business Organization 9.04 Internal Organization	0	Identify the ways to organize a business and its tasks within an organization. Identify the different types of organizational charts. Elicit the importance of maintaining records in an organization. Identify the different types of records maintained by an organization.
Unit 9: Business Organization 9.05 Buying and Using Inventory 9.06 Unit Review	0	Identify the factors that affect purchasing decisions.

		<p>Identify the ways to control inventory in an organization.</p> <p>Identify the various buying and selling methods to maintain a balanced inventory in an organization.</p> <p>Identify the steps involved in receiving inventory or shipping the products of a company.</p>
<p>Unit 9: Business Organization 9.08 Business Organization Quiz</p>	<p>CV12.1.4, 3.1, 3.4,4.4</p>	<p>Identify the factors that affect purchasing decisions.</p> <p>Identify the ways to control inventory in an organization.</p> <p>Identify the various buying and selling methods to maintain a balanced inventory in an organization.</p> <p>Identify the steps involved in receiving inventory or shipping the products of a company.</p>
<p>Unit 9: Business Organization 9.09 Business Organization Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify the factors that affect purchasing decisions.</p> <p>Identify the ways to control inventory in an organization.</p> <p>Identify the various buying and selling methods to maintain a balanced inventory in an organization.</p> <p>Identify the steps involved in receiving inventory or shipping the products of a company.</p>
<p>Unit 9: Business Organization 9.09 Business Organization Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Identify the factors that affect purchasing decisions.</p> <p>Identify the ways to control inventory in an organization.</p> <p>Identify the various buying and selling methods to maintain a balanced inventory in an organization.</p>

		Identify the steps involved in receiving inventory or shipping the products of a company.
Unit 9: Business Organization 9.09 Business Organization Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Identify the factors that affect purchasing decisions. Identify the ways to control inventory in an organization. Identify the various buying and selling methods to maintain a balanced inventory in an organization. Identify the steps involved in receiving inventory or shipping the products of a company.
Unit 9: Business Organization 9.09 Business Organization Graded Assignment (cont.)	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Identify the factors that affect purchasing decisions. Identify the ways to control inventory in an organization. Identify the various buying and selling methods to maintain a balanced inventory in an organization. Identify the steps involved in receiving inventory or shipping the products of a company.
Unit 10: Marketing Basics 10.01 Brand Image 10.05 Study Questions: Marketing Basics	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	Describe the relationship between corporate and brand image Identify factors that affect brand image
Unit 10: Marketing Basics 10.02 The Marketing Mix	0	Define market positioning Define marketing Identify the steps involved in developing brand's marketing message Identify and explain the five P's of the marketing mix. Identify types of promotional activities used by the companies

		<p>Identify marketing tools used by companies to achieve marketing goals</p> <p>Identify the five C's of the marketing mix</p>
<p>Unit 10: Marketing Basics 10.03 Market Penetration 10.04 Unit Review</p>	0	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 10: Marketing Basics 10.06 Marketing Basics Quiz</p>	CV12.1.4, 3.1, 3.4,4.4	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 10: Marketing Basics 10.07 Marketing Basics Graded Assignment</p>	CV12.1.4, 3.1, 3.4,4.1, 4.2,4.4	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p>

		<p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 10: Marketing Basics 10.07 Marketing Basics Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2,4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 10: Marketing Basics 10.07 Marketing Basics Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2,4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.01 Promotional Methods 11.06 Study Questions: Promoting Your Company</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2,4.4</p>	<p>Describe the relationship between corporate and brand image</p> <p>Identify factors that affect brand image</p>
<p>Unit 11: Promoting Your Company 11.02 Advertising Media</p>	<p>0</p>	<p>Define market positioning</p> <p>Define marketing</p> <p>Identify the steps involved in developing brand's marketing message</p> <p>Identify and explain the five P's of</p>

		<p>the marketing mix.</p> <p>Identify types of promotional activities used by the companies</p> <p>Identify marketing tools used by companies to achieve marketing goals</p> <p>Identify the five C's of the marketing mix</p>
<p>Unit 11: Promoting Your Company 11.03 Advertising Messages</p>	0	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.04 Creating a Balanced Plan 11.05 Unit Review</p>	0	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.07 Promoting Your Company Quiz</p>	CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p>

		<p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.08 Promoting Your Company Graded Assignment</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.08 Promoting Your Company Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company 11.08 Promoting Your Company Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p>

		<p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>
<p>Unit 11: Promoting Your Company</p> <p>11.08 Promoting Your Company Graded Assignment (cont.)</p>	<p>CV12.1.4, 3.1, 3.4,4.1, 4.2, 4.4</p>	<p>Recognize the advantages and disadvantages of increasing market share</p> <p>Define market share.</p> <p>Explain market penetration strategy.</p> <p>Define market segment</p> <p>Define target market</p> <p>Define market research</p> <p>Identify questions to ask in a customer profile survey</p>