

Entrepreneurship II  
Randice Nelson

1/19-1/23

	TEKS for the week	Objectives	Lesson
Monday	To explore the wants and needs of a target audience, generate solutions to a problem and analyze the feasibility of a solution to identify entrepreneurial opportunities.	1. To identify problems and create solutions to address market wants and needs. 2. To understand the traits and characteristics of entrepreneurs and understand the creative process and idea generation. 3. To apply theories of market analysis and consumer research to recognize an entrepreneurial opportunity. 4. To recognize potential business opportunities.	- No School
Tuesday			- Market Wants & Needs video segment - Assessment - Idea Generation Project Part-1&2
Wednesday			- Entrepreneurial Discovery Process video segment - Assessment - Idea Generation Project- Part 3&4
Thursday			- Idea Generation Project- Part 5
Friday			- Idea Generation Project- Part 6&7