

Entrepreneurship II
Randice Nelson

2/2-2/6

	TEKS for the week	Objectives	Lesson
Monday	To understand and apply pricing concepts essential for establishing a profitable, competitive and sustainable startup business.	1. To identify factors affecting price. 2. To examine the role of supply and demand on pricing. 3. To develop and analyze pricing objectives. 4. To create and justify a pricing structure for a startup business. 5. To identify pricing strategies. 6. To determine the ideal price of a product or service. 7. To identify appropriate pricing ranges. 8. To calculate prices, markups, discounts and the break-even point.	- Pricing Fundamentals Slides
Tuesday			- Pricing Objectives Bell Ringer Activity. - Slides 24-33 Pricing Fundamentals - Assessment - Pricing in Practice: Create, Plan & Teach Project
Wednesday			- Pricing in Practice: Create, Plan & Teach Project
Thursday			- Pricing in Practice: Create, Plan & Teach Project
Friday			- Pricing in Practice: Create, Plan & Teach Project