

Entrepreneurship II
Randice Nelson

2/9-2/13

	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.	- Setting Prices PowerPoint - Assessment - Break-Even Point Exit Ticket Activity
Tuesday			- Final Assessment. - Calculating Prices Activity.
Wednesday	To understand the importance of good customer service and how it is tied to business success.	1. To identify key components of superior customer service. 2. To analyze how customer loyalty is created and sustained. 3. To describe the customer service cycle.	- slides 1 to 15 - Customer Service Script Activity
Thursday			- slides 16 to 33 - Customer Service Script Activity
Friday			- Steps to Superior Customer Service Assessment.ice Manager Project