

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.	<ol style="list-style-type: none"> <li>1. To identify factors affecting price.</li> <li>2. To examine the role of supply and demand on pricing.</li> <li>3. To develop and analyze pricing objectives.</li> <li>4. To create and justify a pricing structure for a startup business.</li> <li>5. To identify pricing strategies.</li> <li>6. To determine the ideal price of a product or service.</li> <li>7. To identify appropriate pricing ranges.</li> <li>8. To calculate prices, markups, discounts and the break-even point.</li> </ol>	<ul style="list-style-type: none"> <li>- Setting Prices PowerPoint</li> <li>- Assessment</li> <li>- Break-Even Point Exit Ticket Activity</li> </ul>
Tuesday			<ul style="list-style-type: none"> <li>- Final Assessment.</li> <li>- Calculating Prices Activity.</li> </ul>
Wednesday	To understand the importance of good customer service and how it is tied to business success.	<ol style="list-style-type: none"> <li>1. To identify key components of superior customer service.</li> </ol>	<ul style="list-style-type: none"> <li>- slides 1 to 15</li> <li>- Customer Service Script Activity</li> </ul>
Thursday		<ol style="list-style-type: none"> <li>2. To analyze how customer loyalty is created and sustained.</li> </ol>	<ul style="list-style-type: none"> <li>- slides 16 to 33</li> <li>- Customer Service Script Activity</li> </ul>
Friday		<ol style="list-style-type: none"> <li>3. To describe the customer service cycle.</li> </ol>	<ul style="list-style-type: none"> <li>- Steps to Superior Customer Service Assessment.ice Manager Project</li> </ul>