



## Integrated Framework, Years 1 - 3

### Theme: Incentives

- [Keystone Economic Principle™ 5](#) - Incentives produce predictable responses.
- [Keystone Economic Principle™ 9](#) - Prices are determined by the market forces of Supply and Demand...and are constantly changing.

The culminating theme for the year is INCENTIVES. Incentives are the basis for economic behavior and heavily influence the entrepreneurial process. They stem positively from the profit motive, but also from non-monetary sources, such as passion, drive or tradition. Incentives are most directly conveyed in prices and come to life through the interaction between buyers and sellers. As economists, we expect buyers and sellers alike to “respond predictably to incentives” (KEP #5) via the laws of supply and demand (KEP #9). Thus, with the economic language of incentives, students will gain a valuable way of explaining phenomena in the world around them, and hopefully excite their own entrepreneurial ambitions.

#### **Infusionomics – Skills for the 21<sup>st</sup> Century Marketplace:**

##### 20. Motivation and Personal Traits

- a. Risk Taking
  - [6<sup>th</sup>-8<sup>th</sup> Activity - Blindfold Risk](#)
- b. Passion/Drive/Ambition
- c. Strengths, Interests and Capabilities
  1. Identify personal biases and stereotypes
    - [3<sup>rd</sup>-5<sup>th</sup> Activity - Interview an Entrepreneur](#)
    - [3<sup>rd</sup>-5<sup>th</sup> Activity - Consumption and Production Charades](#)
    - [3<sup>rd</sup>-8<sup>th</sup> Activity - Things You Love](#)
    - [6<sup>th</sup>-8<sup>th</sup> Activity - Consumption and Production Charades](#)
    - [6<sup>th</sup>-12<sup>th</sup> Activity – Three Descriptors](#)
    - [6<sup>th</sup>-12<sup>th</sup> Activity - Interview an Entrepreneur](#)

##### 21. Business Concepts

- a. Describe types of business and business activities

- b. Explain opportunities for creating added value
- c. Describe crucial elements of a quality culture/continuous quality improvement
- d. Describe the need for and impact of ethical business practices
  - [3<sup>rd</sup>-5<sup>th</sup> Econedlink Lesson - Competition: Pizza](#)
  - [9<sup>th</sup>-12<sup>th</sup> Powell Center Lesson - Around the World in a Chocolate Kiss](#)

## 22. Entrepreneurial Process

- a. Discovery
  - 1. Assess global trends and opportunities
  - 2. Generate venture ideas
  - 3. Determine feasibility of ideas
- b. Concept Development
  - 1. Assess start-up requirements and risks associated with venture
  - 2. Describe external resources useful to entrepreneurs during concept development
  - 3. Describe strategies to protect intellectual property
  - 4. Use components of a business plan to define venture idea
    - [6<sup>th</sup>-8<sup>th</sup> Activity - Blindfold Risk](#)
- c. Resourcing
  - 1. Distinguish between debt and equity financing for venture creation
  - 2. Describe and select sources to finance venture creation/start-up
  - 3. Explain factors to consider in determining a venture's human-resource needs
  - 4. Describe and acquire capital resources needed for the venture
  - 5. Assess the costs/benefits associated with resources
- d. Actualization
  - 1. Use external resources to supplement entrepreneur's expertise
  - 2. Evaluate risk-taking opportunities
  - 3. Describe the use of operating procedures
  - 4. Develop and/or provide product/service
  - 5. Create processes for ongoing opportunity recognition
  - 6. Adapt to changes in business environment
- e. Harvesting
  - 1. Explain the need for continuation planning
  - 2. Evaluate options for continued venture involvement
  - 3. Develop exit strategies
    - [K-3<sup>rd</sup> Powell Center Lesson - Arthur's Funny Money](#)
    - [1<sup>st</sup>-2<sup>nd</sup> Powell Center Lesson - Beatrice's Goat](#)
    - [3<sup>rd</sup>-5<sup>th</sup> Activity - Interview an Entrepreneur](#)
    - [3<sup>rd</sup>-5<sup>th</sup> Powell Center Lesson - Backpack Buddies – Creating a Classroom Business](#)

- [6<sup>th</sup>-8<sup>th</sup> Econedlink Lesson - The Ice Cream Stand](#)
- [6<sup>th</sup>-8<sup>th</sup> Powell Center Lesson - Apples Juice Up Economics](#)
- [6<sup>th</sup>-12<sup>th</sup> Activity - Interview an Entrepreneur](#)

## 23. Marketing

### a. Product/Service Creation

1. Choose product name
2. Determine unique selling proposition
3. Develop strategies to position product/service
4. Build brand/image
5. Evaluate customer experience
  - [3<sup>rd</sup>-5<sup>th</sup> Activity - Consumption and Production Charades](#)
  - [6<sup>th</sup>-8<sup>th</sup> Activity - Consumption and Production Charades](#)

### b. Marketing-information management

1. Explain the concept of market and market identification
2. Determine market segments
3. Select target markets
4. Conduct market analysis
5. Explain the concept of marketing strategies
6. Set a marketing budget
7. Develop marketing plan
8. Monitor and evaluate performance of marketing plan
  - [1<sup>st</sup>-2<sup>nd</sup> Activity - My Favorite Toy](#)
  - [3<sup>rd</sup>-5<sup>th</sup> Activity - My Favorite Restaurant](#)
  - [3<sup>rd</sup>-5<sup>th</sup> Activity - Create a Flyer](#)
  - [3<sup>rd</sup> - 5<sup>th</sup> Activity - Collage of Brands](#)
  - [6<sup>th</sup>-8<sup>th</sup> Activity - Collage of Brands](#)
  - [6<sup>th</sup>-8<sup>th</sup> Logo Slideshow for Collage of Brands](#)
  - [9<sup>th</sup>-12<sup>th</sup> Activity - Compose a Jingle](#)

### c. Pricing

1. Calculate break-even point
2. Explain factors affecting pricing decisions
3. Set prices
4. Adjust prices to maximize profitability
  - [6<sup>th</sup>- 8<sup>th</sup> Econedlink Lesson - The Ice Cream Stand](#)
  - [6<sup>th</sup>-12<sup>th</sup> Powell Center Lesson - Price as an Allocator](#)
  - [6<sup>th</sup>-12<sup>th</sup> Econedlink Lesson - Marketplace: The Trouble with Truffles](#)
  - [6<sup>th</sup>-12<sup>th</sup> Econedlink Lesson - The Higher You Climb, the More You Pay](#)

### d. Selling

1. Acquire and analyze product information to identify product features and benefits
2. Prepare for the sales presentation
3. Establish relationship with client/customer
4. Determine customer/client needs and motives
5. Recommend specific product
6. Convert customer/client objections into selling points
7. Close the sale
8. Demonstrate suggestion selling
9. Plan follow up strategies for use in selling
10. Process sales documentation
11. Prospect for customers
12. Plan strategies for meeting sales quotas
13. Analyze sales reports
14. Train staff to support sales efforts
15. Analyze technology for use in the sales function
16. Manage online sales process
  - [3<sup>rd</sup>-5<sup>th</sup> Activity - Create a Flyer](#)
  - [3<sup>rd</sup> - 5<sup>th</sup> Activity - Collage of Brands](#)
  - [6<sup>th</sup>-8<sup>th</sup> Activity - Collage of Brands](#)
  - [6<sup>th</sup>-8<sup>th</sup> Logo Slideshow for Collage of Brands](#)
  - [6<sup>th</sup>-8<sup>th</sup> Econedlink Lesson - The Ice Cream Stand](#)
  - [6<sup>th</sup>-12<sup>th</sup> Activity - Beauty is...](#)
  - [9<sup>th</sup>-12<sup>th</sup> Activity - Closing the Deal](#)
  - [9<sup>th</sup>-12<sup>th</sup> Activity - Compose a Jingle](#)

### **Optional Higher Learning**

#### 24. Risk Management

##### a. Business Risk

1. Describe types of business risk
2. Determine ways that small businesses protect themselves against loss
3. Establish controls to prevent embezzlement/theft
4. Establish and implement systems to protect customer/employee confidentiality
5. Determine business's liabilities
6. Explain ways to transfer risk
7. Develop strategies to protect computer (digital) data
8. Develop strategies for disaster recovery
9. Develop security policies and procedures
10. Establish safety policies and procedures

##### b. Legal Consideration

1. Explain legal issues affecting businesses

2. Protect intellectual property rights
3. Select form of business ownership
4. Obtain legal documents for business operations
5. Describe the nature of businesses' reporting requirements
6. Adhere to personnel regulations
7. Implement workplace regulations (including OSHA, ADA)
8. Develop strategies for legal/government compliance

**Partnership for 21<sup>st</sup> Century Skills Framework – Student Outcomes** ([www.p21.org](http://www.p21.org))

- Learning and Innovation Skills
  - Creativity and Innovation
    - Implement Innovations (*See also*: RESOURCES, 14., c.)
  - Critical Thinking and Problem Solving
    - Use Systems Thinking (*See also*: COSTS, 7., b.)
- Life and Career Skills
  - Initiative and Self-Direction (*See also*: CHOICES, 1., c.)

**NCSEE Standards (National Content Standards for Entrepreneurship Education)**

- A – Entrepreneurial Process – Understands concepts and processes associated with successful entrepreneurial performance
- C – Business Foundations – Understands fundamental business concepts that affect business decision making
- L – Marketing Management – Understands the concepts, processes and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives and create new product/service ideas
- N – Risk Management – Understands the concepts, strategies and systems that businesses implement and enforce to minimize loss