

LITCHFIELD PUBLIC SCHOOLS
Core Curriculum Scope and Sequence
E-Commerce

	CT Entrepreneurship Frameworks/ Standards	Content and Skill Objectives Students will be able to:	Assessments	Resources
Background/ Overview of E-Commerce 2 Weeks	CT – Standard 2, Strand 1 Describe how the Internet and other emerging technologies have impacted the components of marketing	<ul style="list-style-type: none"> - Trace the history of the internet and e-commerce - Research the history of an existing e-business - Identify advantages and disadvantages of having an e-business vs. a brick and mortar store 	<ul style="list-style-type: none"> - Timeline - E-business group presentation 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website
Types of Businesses 1 Week	CT – Standard 5, Strand 2 Define a corporation and explain how it differs from a sole proprietorship/partnership Compare/contrast the advantages/disadvantages of the various forms of ownership	<ul style="list-style-type: none"> - Classify businesses based on their main functions - Identify characteristics of each type of business - Research advantages and disadvantages of each type of business 	<ul style="list-style-type: none"> - Types of ownership brochure - Quiz - Class Wiki 	<ul style="list-style-type: none"> - E-Commerce textbook - Wikis in Plain English - Class website
Start a business project - Intro 1 Week	CT – Standard 1, Strand 2 Recognize an opportunity arising from other peoples' wants and perceived needs	<ul style="list-style-type: none"> - Explore brainstorming techniques - Creativity exercises - Purpose of starting a business - Brainstorm business ideas in 	<ul style="list-style-type: none"> - Research the beginnings of existing retail businesses - Brainstorming mind 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website - Creativity book: <u>A Whack on the Side of the Head</u>

	Describe an entrepreneurial opportunity and formulate the steps in establishing a business oriented toward that opportunity	<p>teams</p> <ul style="list-style-type: none"> - Evaluate and refine business ideas - History of retailing 	<p>map</p> <ul style="list-style-type: none"> - Pros/cons comparison of ideas 	
	CT Frameworks/ Standards	Content and Skill Objectives Students will be able to:	Assessments	Resources
<p>Starting out</p> <p>1 Week</p>	<p>CT – Standard 4, Strand 1 Develop the strategies for achieving the vision for a planned business</p> <p>Establish goals and objectives for a planned business</p>	<ul style="list-style-type: none"> - Narrow down brainstorming results and choose a feasible business idea - Start With Why? - Create real purpose in your business - Make mantra - Revenue models 	<ul style="list-style-type: none"> - Formal written business plan proposal - Craft a Why statement/mantra for your business - Define revenue streams for student businesses 	<ul style="list-style-type: none"> - E-Commerce textbook - Simon Sinek TED talk - Class website
<p>Funding a Startup Business</p> <p>1 Week</p>	<p>CT – Standard 3, Strand 1 Project the total cash needed to start a business</p> <p>Identify the major sources of funding for a business</p>	<ul style="list-style-type: none"> - Anticipate and list all start-up expenses - Estimate the amount of start-up expenses using www.startupnation.com 	<ul style="list-style-type: none"> - Start-up budget for businesses - Cost comparison to other businesses 	<ul style="list-style-type: none"> - E-Commerce textbook - www.startupnation.com - Class website

<p>Target Market</p> <p>1 Week</p>	<p>CT – Standard 2, Strand 1 Identify target markets for potential new businesses</p> <p>Identify strategies to reach a specific target market</p>	<ul style="list-style-type: none"> - Demographics vs. Psychographics - Narrowing into segments of people - How to describe people - How to gather this information - Effective surveys 	<ul style="list-style-type: none"> - Construct 3 detailed and specific target markets - Devise marketing strategies to reach each target 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website
<p>The Business Plan - Overview</p> <p>1 Week</p>	<p>Content Standard 4, Strand 2 Identify the information to be included in each component of a business plan</p> <p>Develop a business plan for a planned business</p>	<ul style="list-style-type: none"> - Importance of business plan - Why & how it is used - Who uses the business plan - Layout of the business plan - Identify characteristics of the style of writing in a business plan 	<ul style="list-style-type: none"> - Input any information gathered so far in the appropriate section of the plan 	<ul style="list-style-type: none"> - E-Commerce textbook - Sample Business Plans - Business plan template - Class website
	<p>CT Frameworks/ Standards</p>	<p>Content and Skill Objectives Students will be able to:</p>	<p>Assessments</p>	<p>Resources</p>
<p>Marketing Plan</p> <p>2 Week</p>	<p>CT – Standard 2, Strand 1 Identify elements of marketing – product, price, promotion</p> <p>Identify strategies to reach their specific target market</p> <p>Content Standard 4, Strand 2 Develop a business plan for a planned business</p>	<ul style="list-style-type: none"> - Types of promotion - Pricing strategies - Creating a domain name - Product development - Design a “grand opening” sales promotion strategy 	<ul style="list-style-type: none"> - Input Marketing section into business plan - Quiz on target market and marketing strategies 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website - Student business plan

<p>Operations 2 Weeks</p>	<p>CT – Standard 2, Strand 1 Identify elements of marketing – product, place</p> <p>Content Standard 4, Strand 2 Develop a business plan for a planned business</p>	<ul style="list-style-type: none"> - Logistics, distribution of products - Supply chain evaluation - Website operations – evaluate existing ecommerce sites to determine ease of use for customers 	<ul style="list-style-type: none"> - Input operations plan into business plan - Find suppliers for products and raw materials - Determine logistics of product movement for business - Create a plan for website user interface for purchasing items 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website - Student business plan
<p>Website Creation 2 Weeks</p>	<p>CT – Standard 2, Strand 1 Analyze the components of an effective e-commerce site</p> <p>Content Standard 4, Strand 2 Develop a business plan for a planned business</p>	<ul style="list-style-type: none"> - Critiquing existing e-commerce sites - Identify characteristics and features of customer-friendly sites - Online payment options - How to create a website (Weebly) - Effective design and layout of a website - Using widgets in Weebly - How to add Google Gadgets into a webpage 	<ul style="list-style-type: none"> - Website critiques of e-businesses - About me website - Begin to construct student business website - Peer evaluation 	<ul style="list-style-type: none"> - E-Commerce textbook - Weebly - Class website
<p>Internet Safety 1 Weeks</p>	<p>CT – Standard 5, Strand 1 Identify and evaluate the various ways in which government (federal, state, and local) regulations affect</p>	<ul style="list-style-type: none"> - Types threats - Safety strategies - SSL & Certificates - Phishing - Government regulations 	<ul style="list-style-type: none"> - Internet safety research paper 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website

	<p>specific businesses</p> <p>CT – Standard 2, Strand 1 Analyze the components of an effective e-commerce site</p> <p>CT – Standard 5, Strand 4 Define ethics and identify common ethical issues that entrepreneurs encounter</p>			
<p>Blogging</p> <p>1 Week</p>	<p>CT - Standard 1, Strand 2 Utilize blogs and various other technology avenues to identify and solve various business problems</p>	<ul style="list-style-type: none"> - What is a blog? - How is a blog different from traditional news sources - Advantages and disadvantages of reading blogs - Advantages and disadvantages of writing blogs - How businesses use blogs to generate interest - Incorporate blog into their e-business site 	<ul style="list-style-type: none"> - Blog evaluation project - How to incorporate blog into your e-commerce site - Create 1st three blog entries 	<ul style="list-style-type: none"> - E-Commerce textbook - Blogs in Plain English <p>Coolhomepages.com http://arbutusphotography.com/ http://www.dcb-service.com/</p> <ul style="list-style-type: none"> - Class website
<p>E-commerce Career Exploration</p> <p>1 Week</p>	<p>CT – Standard 1, Strand 1 Analyze the degree to which one possesses the characteristics of an entrepreneur</p> <p>CT – Standard 4, Strand 3 Plan human resource needs and determine the types of</p>	<ul style="list-style-type: none"> - What are careers you could pursue in e-commerce aside from entrepreneurship? - Qualifications and education requirements of e-commerce jobs - What types of companies you could expect to work in - Geographic information, salary, benefits 	<ul style="list-style-type: none"> - Career exploration worksheet - “A day in the life of...” 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website

	employees required			
Legal Issues 1 Week	CT – Standard 5, Strand 1 Identify and evaluate the various ways in which government (federal, state, and local) regulations affect specific businesses CT – Standard 5, Strand 4 Define ethics and identify common ethical issues that entrepreneurs encounter	<ul style="list-style-type: none"> - Laws that protect consumers when shopping online - Privacy laws - Consumer rights 	<ul style="list-style-type: none"> - Quiz 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website
Launch Website/Run the business 1 Week	CT – Standard 3, Strand 1 Identify, establish, maintain, and analyze appropriate records to make business decisions. Compare and contrast the various types of business records	<ul style="list-style-type: none"> - Configure and test online payment methods - Final evaluation of websites and business plans - Publish websites on public domain 	<ul style="list-style-type: none"> - Completed business plan - Completed website 	<ul style="list-style-type: none"> - E-Commerce textbook - Class website
Launch Promotions/Run the business 1 Weeks	CT – Standard 3, Strand 1 Identify, establish, maintain, and analyze appropriate records to make business decisions. Compare and contrast the various types of business records	<ul style="list-style-type: none"> - Design and launch supplemental promotional strategies - Set realistic goals for sales - Analyze 1st week of business records 	<ul style="list-style-type: none"> - 1st week business records and reflection - Plan/goals for next week 	<ul style="list-style-type: none"> - E-Commerce textbook - Student business plan - Class website

<p>Evaluating the business/Run the business</p> <p>1 Weeks</p>	<p>CT – Standard 3, Strand 1 Identify, establish, maintain, and analyze appropriate records to make business decisions.</p> <p>Compare and contrast the various types of business records</p> <p>CT – Standard 4, Strand 2 Develop a business plan for a planned business</p>	<ul style="list-style-type: none"> - Evaluation strategies and techniques - Did your sales meet your expectations - What worked? - What would you have changed? - How to transition from promotion strategies to mainstream operations - Day-to-day operations - Delegating tasks - Keeping track of the health of the business - Financials 	<ul style="list-style-type: none"> - Business records - Reflection of business operations - Exit strategy for owners 	<ul style="list-style-type: none"> - E-Commerce textbook - Student business plan - Class website
--	---	---	---	---