

# ESI Unit III: Your Business Inspection School Standards

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## Bringing 4-H to the Classroom – An Introduction to School Standards

Content standards establish specific expectations for the assessment of cumulative learning by the end of first grade, fourth grade, eighth grade and twelfth grade. The standards listed for this curriculum serve as a base guide and are not absolute – you may find that you add or subtract specific standards as you seek to meet the needs of your unique educational setting. In addition, as the curriculum is adapted, standards for grade levels not listed here may be met. Visit the Nebraska Department of Education Web site to access current standards lists in each content area.

As this is a University of Nebraska–Lincoln Extension publication, the Nebraska State Education Content Standards have been aligned to the materials found in this curriculum. Alignment of the Nebraska standards is in compliance with national educational standards. If you are using this curriculum in another state, please refer to your local education department to reference your own individual state standards and see how they relate to the standards listed here.

### ***EntrepreneurShip Investigation (ESI) Unit III: Your Business Inspection Activities: Aligned with Nebraska State Education Content Standards***

Nebraska State Education Content Standards are “statements focusing on academic knowledge, skills and understandings that schools should teach and students should know as a result of their schooling” (Nebraska L.E.A.R.N.S., 1999).

*The content area “home base” for this curriculum is Entrepreneurship Education.*

*Career Cluster Area(s): Can be integrated into all Career Cluster Areas.*

## What are the Possibilities?

### **National Entrepreneurship**

A.06 - Describe idea-generation methods

A.07 - Generate venture ideas

A.08 - Determine feasibility of ideas

### **Nebraska State Entrepreneurship**

ENT 12.1.1 - Generate ideas, recognize opportunities, and determine the feasibility of ideas, markets, ventures

- Explain the need for entrepreneurial discovery
- Discuss entrepreneurial discovery processes
- Assess global trends and opportunities
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Describe idea-generation methods
- Generate venture ideas
- Determine feasibility of ideas

## Reading/Writing

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8.1.2 – Students will identify, locate, and use multiple resources to access information on an assigned or self-selected topic.

8.3.1 – Students will participate in group discussions by asking questions and contributing information and ideas.

### Uncovering Your Business Ideas

#### National Entrepreneurship

A.04 - Determine opportunities for venture creation

A.06 - Describe idea-generation methods

A.08 - Determine feasibility of ideas

A.11 - Assess start-up requirements

#### Nebraska State Entrepreneurship

ENT 12.1.1 - Generate ideas, recognize opportunities, and determine the feasibility of ideas, markets, ventures

- Explain the need for entrepreneurial discovery
- Discuss entrepreneurial discovery processes
- Assess global trends and opportunities
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Describe idea-generation methods
- Generate venture ideas
- Determine feasibility of ideas

ENT 12.1.2 - Plan the venture and identify needed resources

- Describe entrepreneurial planning considerations
- Explain tools used by entrepreneurs for venture planning
- Assess start-up requirements
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Assess the need to use external resources for concept development
- Describe strategies to protect intellectual property
- Use components of a business plan to define venture idea

#### Reading/Writing

8.1.1 - Students will identify the main idea and supporting details in what they have read.

8.1.2 - Students will identify, locate, and use multiple resources to access information on an assigned or self-selected topic.

12.1.2 - Students will locate, evaluate, and use primary and secondary resources for research.

### Digging Deeper, Flying Higher

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## **National Entrepreneurship**

E.11 - Demonstrate basic search skills on the Web

A.08 - Determine feasibility of ideas

## **Nebraska State Entrepreneurship**

ENT 12.1.1 - Generate ideas, recognize opportunities, and determine the feasibility of ideas, markets, ventures

- Explain the need for entrepreneurial discovery
- Discuss entrepreneurial discovery processes
- Assess global trends and opportunities
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Describe idea-generation methods
- Generate venture ideas
- Determine feasibility of ideas

## **Reading/Writing**

8.1.2 - Students will identify, locate, and use multiple resources to access information on an assigned or self-selected topic.

8.2.5 - Students will demonstrate the ability to use self-generated questions, note taking, summarizing and outlining while learning.

8.3.1 - Students will participate in group discussions by asking questions and contributing information and ideas.

## **Spotlight on Your Business**

### **National Entrepreneurship**

A.16 - Operate computer-related hardware peripherals

### **Nebraska State Entrepreneurship**

ENT 12.13.1 - Business Systems

- Plan business layout
- Determine equipment needs
- Document business systems and procedures
- Establish operating procedures
- Develop project plans
- Analyze business processes and procedures
- Implement quality improvement techniques
- Evaluate productivity of resources
- Manage computer-based operating systems

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## Reading/Writing

8.1.1 - Students will identify the main idea and supporting details in what they have read.

12.1.1 - Students will identify the main idea and supporting details in what they have read.

## Takin' Care of Business

### National Entrepreneurship

C.03 - Explain types of businesses

### Nebraska State Entrepreneurship

ENT 12.3.1 - Business concepts:

- Explain the role of business in society
- Describe types of business activities
- Explain types of businesses
- Explain opportunities for creating added value
- Determine issues and trends in business
- Describe crucial elements of a quality culture/continuous quality improvement
- Describe the role of management in the achievement of quality
- Explain the nature of managerial ethics
- Describe the need for and impact of ethical business practices.

## Reading/Writing

12.1.2 - Students will locate, evaluate, and use primary and secondary resources for research.

## Math

12.4.7 - Students will apply deductive reasoning to arrive at a conclusion.

## Show Me the Money

### National Entrepreneurship

I-14 - Determine financing needed to start a business

I-16 - Explain sources of financial assistance

### Nebraska State Entrepreneurship

ENT 12.7.1 - Money Basics

- Explain forms of financial exchange (cash, credit, debit, etc.)
- Describe functions of money (medium of exchange, unit of measure, store of value)
- Describe the sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
- Recognize types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)

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- Read and interpret a pay stub
- Explain the time value of money
- Describe costs associated with credit
- Explain legal responsibilities associated with use of money
- Use money effectively

### ENT 12.9.2 - Finance

- Explain the purposes and importance of obtaining business credit
- Make critical decisions regarding acceptance of bank cards
- Establish credit policies
- Develop billing and collection policies
- Describe use of credit bureaus
- Explain the nature of overhead/operating expenses
- Determine financing needed to start a business
- Determine risks associated with obtaining business credit
- Explain sources of financial assistance
- Explain loan evaluation criteria used by lending institutions
- Select sources of business loans
- Establish relationship with financial institutions
- Complete loan application process
- Determine business's value

### Reading/Writing

8.1.2 - Students will identify, locate, and use multiple resources to access information on an assigned or self-selected topic.

### Math

12.2.3 - Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

## Building Your Team

### National Entrepreneurship

J.06 - Determine hiring needs

D.25 - Foster positive working relationships

### Nebraska State Entrepreneurship

ENT 12.4.4 - Group Working Relationships

- Treat others fairly at work
- Develop cultural sensitivity
- Foster positive working relationships
- Participate as a team member

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### ENT 12.10.1 – Organizing

- Develop a personnel organizational plan
- Develop job descriptions
- Develop compensation plan/incentive systems
- Organize work/projects for others
- Delegate responsibility for job tasks

### Reading/Writing

8.4.1 - Students will identify information gained and complete tasks through learning.

## What is Customer Service?

### Nebraska State Entrepreneurship

#### 12.12.1 - Product/Service Creation

- Explain methods to generate a product/service idea
- Generate product/service ideas
- Assess opportunities for import substitution
- Determine product/service to fill customer need
- Determine initial feasibility of product/service ideas
- Plan product/service mix
- Choose product name
- Determine unique selling proposition
- Develop strategies to position product/service
- Build brand/image
- Evaluate customer experience

### Reading/Writing

12.2.5 – Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.

## Create a Customer Service Handbook

### National Entrepreneurship

D.11 - Write informational messages

### Nebraska State Entrepreneurship

#### ENT 12.4.1 - Fundamentals of Communication

- Explain the nature of effective communications
- Apply effective listening skills
- Use proper grammar and vocabulary
- Reinforce service orientation through communication

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- Explain the nature of effective verbal communications
- Address people properly
- Handle telephone calls in a businesslike manner
- Make oral presentations
- Explain the nature of written communications
- Write business letters
- Write informational messages
- Write inquiries
- Write persuasive messages
- Prepare simple written reports
- Prepare complex written reports
- Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)

### **Reading/Writing**

12.2.4 - Students will use multiple forms to write for different audiences and purposes.

### **Who Is the Intended Target?**

#### **National Entrepreneurship**

L.15 - Select target markets

#### **Nebraska State Entrepreneurship**

ENT 12.11.3 - Information Acquisition

- Select sources of business start-up information
- Conduct an environmental scan to obtain marketing information
- Monitor internal records for marketing information
- Determine underlying customer needs/frustrations

### **Math**

8.5.2 - Students will read and interpret tables, charts, and graphs to make comparisons and predictions.

### **Social Studies/History**

12.1.2 - Analyze and explain the events and ideas of the Early National Period.

### **Packaging Under Wraps**

#### **National Entrepreneurship**

L.01 - Explain methods to generate a product/service idea

L.02 - Generate product/service ideas

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L.06 - Plan product/service mix

L.07 - Choose product name

### **Nebraska State Entrepreneurship**

ENT 12.12.1 - Product/Service Creation

- Explain methods to generate a product/service idea
- Generate product/service ideas
- Assess opportunities for import substitution
- Determine product/service to fill customer need
- Determine initial feasibility of product/service ideas
- Plan product/service mix
- Choose product name
- Determine unique selling proposition
- Develop strategies to position product/service
- Build brand/image
- Evaluate customer experience

### **Reading/Writing**

12.1.6 - Students will identify and apply knowledge of the text structure and organizational elements to analyze non-fiction or informational text.

12.3.1 - Students will participate in student-directed discussions by eliciting questions and responses.

### **Social Studies/History**

12.1.1 - Analyze and explain the causes and effects of the Age of Discovery, contacts between Native Americans and European settlers, and the creation of the American colonies.

12.1.6 - Analyze the origins and effects of World War I.

## **Investigating the Product Scene**

### **National Entrepreneurship**

L.01 - Explain methods to generate a product/service idea

L.02 - Generate product/service ideas

L.06 - Plan product/service mix

L.07 - Choose product name

### **Nebraska State Entrepreneurship**

ENT 12.12.1 - Product/Service Creation

- Explain methods to generate a product/service idea
- Generate product/service ideas
- Assess opportunities for import substitution

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- Determine product/service to fill customer need
- Determine initial feasibility of product/service ideas
- Plan product/service mix
- Choose product name
- Determine unique selling proposition
- Develop strategies to position product/service
- Build brand/image
- Evaluate customer experience

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### **Social Studies/History**

12.1.1 - Analyze and explain the causes and effects of the Age of Discovery, contacts between Native Americans and European settlers, and the creation of the American colonies.

12.1.6 - Analyze the origins and effects of World War I.

## **At the Scene**

### **National Entrepreneurship**

M.10 - Select business location

M.01 - Plan business layout

### **Nebraska State Entrepreneurship**

ENT 12.3.1 - Business concepts

- Explain the role of business in society
- Describe types of business activities
- Explain types of businesses
- Explain opportunities for creating added value
- Determine issues and trends in business
- Describe crucial elements of a quality culture/continuous quality improvement
- Describe the role of management in the achievement of quality
- Explain the nature of managerial ethics
- Describe the need for and impact of ethical business practices

ENT 12.13.2 - Channel Management

- Select business location
- Select distribution channels
- Develop and implement order-fulfillment processes

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## **Reading/Writing**

12.1.2 - Plan the venture and identify needed resources

- Describe entrepreneurial planning considerations
- Explain tools used by entrepreneurs for venture planning
- Assess start-up requirements
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Assess the need to use external resources for concept development
- Describe strategies to protect intellectual property
- Use components of a business plan to define venture idea

## **Math**

12.2.3 - Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

12.3.1 - Students will select and use measuring units, tools, and/or technology and explain the degree of accuracy and precision of measurements.

## **A Thorough Sweep of the Competition**

### **National Entrepreneurship**

O.02 - Conduct competitive analysis

### **Nebraska State Entrepreneurship**

ENT 12.15.1 - Planning

- Conduct SWOT analysis
- Conduct competitive analysis
- Evaluate business acquisition options
- Develop company goals/objectives
- Develop business mission
- Forecast income/sales
- Conduct break-even analysis
- Develop action plans
- Develop business plan

## **Math**

12.4.7 - Students will apply deductive reasoning to arrive at a conclusion.

### **Social Studies/History**

8.3.5 - Explain the structure and operation of the United States economy and the role of citizens as producers and consumers.

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## Products at All Costs

### National Entrepreneurship

L.34 - Explain factors affecting pricing decisions

L.35 - Establish pricing objectives

L.36 - Select pricing strategies

L.37 - Select pricing strategies

### Nebraska State Entrepreneurship

ENT 12.12.4 - Pricing

- Calculate breakeven point
- Explain factors affecting pricing decisions
- Establish pricing objectives
- Select pricing strategies
- Set prices
- Adjust prices to maximize profitability

### Reading/Writing

12.1.6 - Students will identify and apply knowledge of the text structure and organizational elements to analyze non-fiction or informational text.

### Math

8.2.3 - Students will solve problems involving whole numbers, integers, and rational numbers (fractions, decimals, ratios, proportions, and percents) with and without the use of technology.

## The Clues are Everywhere

### National Entrepreneurship

A.30 - Develop and/or provide product/service

A.31 - Use creativity in business activities/decisions

L.10 - Build brand/image

### Nebraska State Entrepreneurship

ENT 12.1.1 - Product/Service Creation

- Explain methods to generate a product/service idea
- Generate product/service ideas
- Assess opportunities for import substitution
- Determine product/service to fill customer need
- Determine initial feasibility of product/service ideas
- Plan product/service mix

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- Choose product name
- Determine unique selling proposition
- Develop strategies to position product/service
- Build brand/image
- Evaluate customer experience

### Science

12.6.1 - Develop an understanding of technological design

### The Advertising Detective

#### National Entrepreneurship

L.22 - Describe the elements of the promotional mix

L.24 - Select advertising media

L.32 - Evaluate effectiveness of advertising

#### Nebraska State Entrepreneurship

ENT 12.12.3 - Promotion

- Describe the elements of the promotional mix
- Calculate advertising media costs
- Select advertising media
- Prepare a promotional budget
- Develop promotional plan for a business
- Write a news release
- Obtain publicity
- Select sales-promotion options
- Write sales letters
- Manage online (www) activities
- Evaluate effectiveness of advertising

### Reading/Writing

12.1.1 - Students will identify the main idea and supporting details in what they have read.

12.3.1 - Students will participate in student-directed discussions by eliciting questions and responses.

### We'll Keep in Touch

#### National Entrepreneurship

E.02 - Apply basic commands of operating system software

E.08 - Use menu systems

L.11 - Evaluate customer experience

L.23 - Calculate advertising media costs

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L.28 - Obtain publicity

### **Nebraska State Entrepreneurship**

#### ENT 12.5.1 - Computer Basics

- Use basic computer terminology
- Apply basic commands of operating system software
- Employ desktop operating skills
- Determine file organization
- Demonstrate system utilities for file management
- Compress or alter files
- Use reference materials to access information
- Use menu systems
- Use control panel components
- Access data through various computer drives

#### ENT 12.12.1- Product/Service Creation

- Explain methods to generate a product/service idea
- Generate product/service ideas
- Assess opportunities for import substitution
- Determine product/service to fill customer need
- Determine initial feasibility of product/service ideas
- Plan product/service mix
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#### ENT 12.12.3 - Promotion

- Describe the elements of the promotional mix
- Calculate advertising media costs
- Select advertising media
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- Develop promotional plan for a business
- Write a news release
- Obtain publicity
- Select sales-promotion options
- Write sales letters
- Manage online (www) activities
- Evaluate effectiveness of advertising

### **Reading/Writing**

8.2.1 - Students will write using standard English (conventions) for sentence structure, usage, punctuation, capitalization, and spelling.

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12.1.2 - Students will locate, evaluate, and use primary and secondary resources for research.

### Collecting and Organizing Clues

#### National Entrepreneurship

K.01 - Explain the nature of business records

#### Nebraska State Entrepreneurship

ENT 12.11.1 - Record keeping

- Explain the nature of business records
- Maintain record of daily financial transactions
- Record and report sales tax
- Develop payroll record keeping system
- Maintain personnel records
- Maintain customer records

#### Reading/Writing

8.1.1 - Students will identify the main idea and supporting details in what they have read.

8.2.5 - Students will demonstrate the ability to use self-generated questions, note taking, summarizing and outlining while learning.

12.1.1 - Students will identify the main idea and supporting details in what they have read.

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#### Math

8.2.3 - Students will solve problems involving whole numbers, integers, and rational numbers (fractions, decimals, ratios, proportions, and percents) with and without the use of technology.

12.2.3 - Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

### Analyzing the Clues

#### National Entrepreneurship

I.02 - Prepare estimated/projected income statement

I.04 - Prepare estimated/projected balance sheet

K.01 - Explain the nature of business records

#### Nebraska State Entrepreneurship

ENT 12.9.1 - Accounting

- Explain accounting standards (GAAP)
- Prepare estimated/projected income statement

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- Estimate cash-flow needs
- Prepare estimated/projected balance sheet
- Calculate financial ratios
- Determine and deposit payroll taxes
- File tax returns

### ENT 12.11.1 - Record keeping

- Explain the nature of business records
- Maintain record of daily financial transactions
- Record and report sales tax
- Develop payroll record keeping system
- Maintain personnel records
- Maintain customer records

### Reading/Writing

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12.2.3 – Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

### Going With the Flow

#### National Entrepreneurship

I.02 - Prepare estimated/projected income statement

I.04 - Prepare estimated/projected balance sheet

K.01 - Explain the nature of business records

#### Nebraska State Entrepreneurship

ENT 12.9.1 - Accounting

- Explain accounting standards (GAAP)
- Prepare estimated/projected income statement
- Estimate cash-flow needs
- Prepare estimated/projected balance sheet
- Calculate financial ratios
- Determine and deposit payroll taxes

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- File tax returns

### ENT 12.11.1 - Record keeping

- Explain the nature of business records
- Maintain record of daily financial transactions
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- Develop payroll record keeping system
- Maintain personnel records
- Maintain customer records

### Reading/Writing

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### Math

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12.2.3 - Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

## The Motive

### National Entrepreneurship

L.33 - Calculate breakeven point

L.34 - Explain factors affecting pricing decisions

L.37 - Set prices

L.38 - Adjust prices to maximize profitability

### Nebraska State Entrepreneurship

ENT 12.12.4 - Pricing

- Calculate breakeven point
- Explain factors affecting pricing decisions
- Establish pricing objectives
- Select pricing strategies
- Set prices
- Adjust prices to maximize profitability

### Reading/Writing

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12.1.6 - Students will identify and apply knowledge of the text structure and organizational elements to analyze non-fiction or informational text.

### Math

8.2.3 - Students will solve problems involving whole numbers, integers, and rational numbers (fractions, decimals, ratios, proportions, and percents) with and without the use of technology.

12.2.3 - Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

### Social Studies/History

12.3.11 - Analyze characteristics of the United States free market economy.

Lesson Name	Science	Math	Reading/Writing	Social Studies	Entrepreneurship
<b>What Are the Possibilities?</b>			8.1.2, 8.3.1		National: A.06, A.07, A.08 State: ENT 12.1.1
<b>Uncovering Your Business Ideas</b>			8.1.1, 8.1.2, 12.1.2		National: A.04, A.06, A.08, A.11 State: ENT 12.1.1, 12.1.2
<b>Digging Deeper, Flying Higher</b>			8.1.2, 8.2.5, 8.3.1		National: E.11, A.08 State: ENT 12.1.1
<b>Spotlight on Your Business</b>			8.1.1, 12.1.1		National: A.16 State: ENT 12.13.1
<b>Taking' Care of Business</b>		12.4.7	12.1.2		National: C.03 State: ENT 12.3.1
<b>Show Me the Money</b>		12.2.3	8.1.2		National: I-14, I-16 State: ENT 12.7.1, 12.9.2
<b>Building Your Team</b>			8.4.1		National: J.06, D.25 State: ENT 12.10.1, 12.4.4
<b>What Is Customer Service?</b>			12.2.5		National: 12.12.1 State: ENT 12.12.1
<b>Create a Customer Service Handbook</b>			12.2.4		National: D.11, ENT 12.4.1
<b>Who Is the Intended Target?</b>		8.5.2		12.1.2	National: L.15 State: ENT 12.11.3
<b>Packaging Under Wraps</b>			12.1.6, 12.3.1	12.1.1, 12.1.6	National: L.01, L.02, L.06, L.07 State: ENT 12.12.1
<b>Investigating the Product Scene</b>			12.1.6, 12.3.1	12.1.1, 12.1.6	National: L.01, L.02, L.06, L.07 State: ENT 12.12. 1
<b>At the Scene</b>		12.2.3, 12.3.1	12.1.2		National: M.10, M.01 State: ENT 12.13.2, 12.3.1
<b>A Thorough Sweep of the Competition</b>		12.4.7		8.3.5	National: O.02 State: ENT 12.15.1
<b>Products at All Costs</b>		8.2.3	12.1.6		National: L.34, L.35, L.36,

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					L.37 State: ENT 12.12.4
<b>The Clues Are Everywhere</b>				12.6.1	National: A.30, A.31, L.10 State: ENT 12.1.1, 12.12.1
<b>The Advertising Detective</b>			12.1.1, 12.3.1		National: L.22, L.24, L.32 State: ENT 12.12.3
<b>We'll Keep in Touch</b>			8.2.1, 12.1.2		National: E.02, E.08, L.11, L.23, L.28 State: ENT 12.5.1, 12.12.1, 12.12.3
<b>Collecting and Organizing Clues</b>		8.2.3, 12.2.3	8.1.1, 8.2.5, 12.1.1, 12.2.5		National: K.01 State: ENT 12.11.1
<b>Analyzing the Clues</b>		8.2.3, 12.2.3	8.1.1, 8.2.5, 12.1.1, 12.2.5		National: 1.02, 1.04, K.01 State: ENT 12.9.1, 12.11.1
<b>Going With the Flow</b>		8.2.3, 12.2.3	8.1.1, 8.2.5, 12.1.1, 12.2.5		National: I.02, I.04, K.01 State: ENT 12.9.1, 12.11.1
<b>The Motive</b>		8.2.3, 12.2.3	12.1.6	12.3.11	National: L.33, L.34, L.37, L.38 State: ENT 12.12.4