

JA It's My Business! – Blended

Session Details	Career Ready Standards	Common Core ELA
<p>Session One: Entrepreneurs Students learn about the relationship between entrepreneurs, their businesses, and the products and services they offer, then take an entrepreneurial characteristics inventory to assess their own entrepreneurial skills and interests.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Define entrepreneurship and social entrepreneurship. ▪ Identify entrepreneurial characteristics and recognize strengths and areas of potential growth. 	<p>Social Studies- Economics SS 8.2.1.b Illustrate how individuals are both consumers and producers (buyers and sellers) in a market economy. SS 8.2.1.d Identify the role of entrepreneurs and profit in a market economy.</p> <p>Career Ready Practice 10. E. <u>Entrepreneurship</u> 1. Understands the knowledge and skills required of an entrepreneur. 2. Describes the opportunities for entrepreneurship in a given industry.</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 6 L. 6.1-6</p> <p>RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.4 L. 7.1-6</p> <p>RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.6 L. 8.1-5</p>
<p>Session Two: Market and Need Students are introduced to young entrepreneurs who have successfully met an identified market need, and then created a new product to meet the need. Students work in groups to brainstorm current needs within different product categories.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Define market and need. ▪ Describe the importance of Identifying market and need when entrepreneurs develop new product ideas. 	<p>Social Studies- Economics SS 8.2.1.a Understand the relationship between consumers and producers in a market economy.</p> <p>Career Ready Practice 1. A. <u>Academic Attainment</u> 2. Reads and comprehends written material in a variety of forms and levels of complexity. 4. A. <u>Perceptiveness</u> 1. Accurately defines a problem or issue. 2. Recognizes factors, constraints, goals and relationships in a problem situation.</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6</p> <p>RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.6 L. 7.1-6</p> <p>RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.4</p>
<p>Session Three: Innovative Ideas Students learn about innovative idea generation, and examine cutting edge, innovative new products. Working in groups, students brainstorm their own product ideas and use graphic organizers to capture them.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Participate in creative idea generation, from brainstorming to defending and selecting an idea. ▪ Recognize creativity and innovation as necessary entrepreneurial skills for starting a business. 	<p>Social Studies- Economics SS 8.2.1.c Describe the development and effects of technology in economic history.</p> <p>Career Ready Practice 3. A. <u>Personal Responsibility</u> 1. Takes responsibility for individual and shared group work tasks. 2. Models behaviors that demonstrate reliability, dependability and commitment to the organization. 5. A. <u>Critical Thinking</u> 1. Demonstrates the ability to reason critically and systematically. 2. Uses reason and logic to evaluate situations from multiple sources. 6. A. <u>Creativity</u> 2. Initiates brainstorming to generate ideas to solve problems or maximize opportunities. 3. Appreciates new and creative ideas of others' perspectives.</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6</p> <p>RI 7.3-4 SL. 7.1-2 SL. 7.64 L. 7.1-6</p> <p>RI 8.4,7 SL. 8.1-2 SL. 8.4 L. 8.1-5</p>

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<p>Session Four: Market Research</p> <p>Students learn about the importance of obtaining market feedback about a new product idea. Groups practice developing survey questions, test their questions, and discuss ways to revise their questions to obtain more useful feedback about their product ideas.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Discuss the importance of market research in the product development process. ▪ Describe multiple types of survey questions. 	<p>Career Ready Practice</p> <p>2. A. <u>Speaking</u> 1. Asks pertinent questions to acquire or confirm information.</p> <p>2. Demonstrates interpretation of verbal and non-verbal messages in a conversation.</p> <p>5. B. <u>Decision-Making</u> 1. Conducts research, gathers input and analyzes information necessary for decision-making.</p> <p>8. A. <u>Teamwork</u> 1. Builds consensus within a team to accomplish results.</p> <p>2. Contributes to team-oriented projects and assignments.</p>	<p>RI 6.1-2 RI 6.4,7 SL 6.2 SL 6.4 L. 6.1-6</p> <p>RI 7.1-2 RI.7.4,7 SL 7.2 L. 7.1-6</p> <p>RI 8.1-2 RI 8.4,7 SL 8.2 L. 8.1-5</p>
<p>Session Five: Design and Prototype</p> <p>Students learn about the product design and prototype process. Each student creates a product sketch to showcase their product idea.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Represent a product idea and its features by using rough sketches and drawings. ▪ Recognize sketches as an important first step in the prototype process. 	<p>Career Ready Practice</p> <p>1. A. <u>Academic Attainment</u> 4. Assimilates and applies new learning, knowledge and skills.</p> <p>4. B. <u>Problem Solving</u> 1. Presents multiple solutions to the problem based on evidence and insights.</p> <p>2. Evaluates solutions and determines the potential value toward solving the problem.</p> <p>6. B. <u>Innovation</u> 1. Searches for new ways to improve the efficiency of existing processes.</p> <p>2. Determines the feasibility of improvements for ideas and concepts.</p> <p>9. B. <u>Tools and Applications</u> 1. Uses the appropriate technology tools for conveying information, solving problems and expediting workplace processes.</p>	<p>RI 6.4,7 SL 6.1-2 SL 6.4-7 L. 6.1-6</p> <p>RI.7.4,7 SL 7.1-2 SL 7.4-5 L. 7.1-6</p> <p>RI 8.4,7 SL 8.1-2 SL 8.4-5 L. 8.1-5</p>
<p>Session Six: Seek Funding</p> <p>Students learn how to plan and deliver a pitch presentation with the intent of attracting potential investors. In a mock competition, groups pitch their product idea to the volunteer and teacher. Guest judge(s) may be invited to award teams with faux start-up funds.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Discuss the elements that make a strong pitch presentation to potential investors. ▪ Work together to create and deliver a product pitch for potential funding. 	<p>1. B. <u>Writing</u> 2. Composes focused written documents such as: agendas, audio-visuals, bibliographies, drafts, emails, forms, notes, oral presentations, reports and technical documents.</p> <p>3. Constructs a well-reasoned position, based on an openness to new information and ideas, to support a theory or validate a point of view.</p> <p>2. C. <u>Presentations</u> 1. Prepares presentations to provide information for specific purposes and audiences.</p> <p>7. A. <u>Leadership</u> 1. Employs organizational development skills to foster positive working relationships and accomplish goals.</p> <p>2. Enlists the support of others to accomplish a goal.</p>	<p>RI 6.4,7 SL 6.1-2 SL 6.4-6 L. 6.1-4</p> <p>RI.7.4,7 W. 7.6-7 SL 7.1-2 SL 7.-6 L. 7.1-4</p> <p>RI 8.3-4 RI 8.7 W 8.7 SL 8.1-2 SL. 8.4-6</p>