

JA It's My Business! – Blended

Session Details	NM Content 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 4-a: 6.1 Explain and predict how people respond to economic and intrinsic incentives. 4-a: 7.1 Explain how economic and intrinsic incentives influence how individuals, households, businesses, governments and societies allocate and use their scarce resources.</p> <p>Career and Technical Education Standards 7-12.2.1.1 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary. 7-12.7.1.1 Employ leadership skills to accomplish organizational goals and objectives. 7-12.9.2.8 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning</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 1-d: 7.1. Analyze and evaluate information by developing and applying criteria for selecting appropriate information and use it to answer critical questions.</p> <p>Career and Technical Education Standards 7-12.2.1.7 Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants. 7-12.4.1.3 Operate internet applications to perform workplace tasks.</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 L. 8.1-5</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 1-d: 6.2 Identify different points of view about an issue or topic; 3. Use a decision-making process to identify a situation that requires a solution; gather information, identify options, predict consequences and take action to implement that solution. 1-d: 7.1 Analyze and evaluate information by developing and applying criteria for selecting appropriate information and use it to answer critical questions.</p> <p>Career and Technical Education Standards 7-12.3.1.1 Employ critical thinking skills independently and in teams to solve problems and make decisions.</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>

JA It's My Business! – Blended

Session Details	NM Content Standards	Common Core ELA
<p>Session Four: Market Research 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>Social Studies 1-d: 6 1. Organize information by sequencing, categorizing, identifying cause-and-effect relationships, comparing and contrasting, finding the main idea, summarizing, making generalizations and predictions, drawing inferences and conclusions.</p> <p>Career and Technical Education Standards 7-12.2.1.1.2 Demonstrate use of the concepts, strategies and systems for obtaining and conveying ideas and information to enhance communication in the workplace.</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 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 and Technical Education Standards 7-12.3.1.2 Employ critical thinking and interpersonal skills to resolve conflicts with staff or customers. 7-12.7.1.3 Employ teamwork skills to achieve collective goals and use team members’ talents effectively.</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 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>Career and Technical Education Standards 7-12.2.1.1.3 Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants. 7-12.2.1.6 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences. 7-12.4.1.6 Operate presentation applications to prepare and deliver presentations.</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>