

JA It's My Business! – Blended

Session Details	CO Academic 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. 	NA	RI 6.4,7 SL. 6.1-2 SL. 6 L. 6.1-6 RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.4 L. 7.1-6 RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.6 L. 8.1-5
<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 3.1.b Identify factors that cause changes in supply and demand.</p>	RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6 RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.6 L. 7.1-6 RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.4 L. 8.1-5
<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 3.2.c Compare and contrast the relative value and different uses of several types of resources.</p>	RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6 RI 7.3-4 SL. 7.1-2 SL. 7.64 L. 7.1-6 RI 8.4,7 SL. 8.1-2 SL. 8.4 L. 8.1-5

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<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 3.1.d Identify examples to illustrate that consumers ultimately determine what is produced in a market economy.</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>Social Studies 3.2.a Give examples that illustrate connections between resources and manufacturing.</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>NA</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>