

JA Be Entrepreneurial

Session Descriptions	Key Learning Objectives	Common Core ELA	Common Core Math	Social Studies Standards	Career Readiness Core Skills
<p>Session One: Introduction to Entrepreneurship</p> <p>Students are introduced to the elements of successful business start-ups, myths and facts about entrepreneurship, and early product development.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> Recognize the elements of a successful business startup Evaluate myths and facts about entrepreneurship Consider product-development options 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	NA	HS.3.1.d	<ul style="list-style-type: none"> Initiative and self-direction
<p>Session Two: What’s My Business?</p> <p>Students continue to develop their product or service idea by analyzing various sources of successful entrepreneurial ventures, culminating in their selection of a product or service as the basis of their business plan</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> Recognize the importance of carefully selecting a product or service before starting a business Apply passions, talents, and skills to a market-needs assessment to determine the basis of a business plans 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	<p>Mathematical Practices</p> <p>2. 3. 5.</p>		<ul style="list-style-type: none"> Critical thinking and problem solving Creativity and innovation Collaboration and teamwork Communication
<p>Session Three: Who’s My Customer?</p> <p>Students examine how market needs and demographics contribute to successful entrepreneurial ventures.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> Recognize the importance of analyzing markets Apply a needs assessment of the market available to a specific product 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	NA	HS.3.1.c	<ul style="list-style-type: none"> Inquiry and analysis Risk taking
<p>Session Four: What’s My Advantage?</p> <p>Students learn the importance of intentionally selecting and applying competitive advantages to an entrepreneurial venture.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> Define competitive advantages and recognize them in other businesses Express the importance of selecting competitive advantages that offer an edge over the competition for a product and market 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	NA	HS.3.2.e	<ul style="list-style-type: none"> Global and cultural awareness Ethics and integrity

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<p>Session Five: Competitive Advantages</p> <p>Students apply competitive advantages to entrepreneurial ventures.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> ▪ Evaluate competitive advantages ▪ Select competitive advantages that will drive a developing business venture 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	<p>NA</p>	<p>HS.3.2.e HS.3.3.b</p>	<ul style="list-style-type: none"> • Personal responsibility and self-management • Adaptability and flexibility
<p>Session Six: Ethics Are Good for Business</p> <p>Students learn to anticipate ethical dilemmas and consider consequences in making ethical business decisions.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> ▪ Evaluate short- and long-term consequences in making ethical decisions ▪ Express that being ethical can be good for business 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	<p>NA</p>	<p>HS.3.4.e HS.4.1.a</p>	<ul style="list-style-type: none"> • Global and cultural awareness • Ethics and integrity • Self-advocacy
<p>Session Seven: The Business Plan</p> <p>Students apply the six elements of successful start-ups for their products and services.</p>	<p>Objectives:</p> <p>The students will be able to:</p> <ul style="list-style-type: none"> ▪ Compile entrepreneurial elements into a sample business plan 	<p>Grades 9–10 RI.9-10.2,4,8 W.9-10.2,4,7,8 SL.9-10.1,2,3,4,6 L.9-10.1,2,4,6</p> <p>Grades 11–12 RI.11-12.2,4 W.11-12.2,4,7,8 SL.11-12.1,2,3,4,6 L.11-12.1,2,3,4,6</p>	<p>Mathematical Practices</p> <p>1-7</p>	<p>HS.3.4 HS.3.5.d</p>	<ul style="list-style-type: none"> • Time management • Career literacy • Work ethic; dependable and reliable