

# JA It's My Business! – Blended

Session Details	UT Content Standards	Common Core ELA
<p><b>Session One: Entrepreneurs</b></p> <p>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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Define entrepreneurship and social entrepreneurship.</li> <li>Identify entrepreneurial characteristics and recognize strengths and areas of potential growth.</li> </ul>	<p><b>Family and Consumer Science (Grade 6)</b> 5:2 Complete a FACS related free enterprise experience.</p> <p><b>College and Career Awareness (Grade 7)</b> 4:2 Explore the careers, education, and training related to marketing and entrepreneurship and management.</p> <p><b>Entrepreneurship (Grade 8)</b> 1:1 Students will be introduced to the role of the entrepreneur in the economy. 1:2 Students will understand the characteristics of an entrepreneur.</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><b>Session Two: Market and Need</b></p> <p>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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Define market and need.</li> <li>Describe the importance of identifying market and need when entrepreneurs develop new product ideas.</li> </ul>	<p><b>College and Career Awareness (Grade 7)</b> 4:2 c Use global examples of how goods, services, and ideas are marketed and distributed.</p> <p>4:3 b Understand how the Internet works and define Internet vocabulary, including terms such as URL, browser, search engine, etc.</p> <p>4:3 c Understand proper etiquette and ethics when using the Internet and social media/digital marketing online applications.</p> <p><b>Entrepreneurship (Grade 8)</b> 3:1 Students will understand the importance of identifying the market.</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><b>Session Three: Innovative Ideas</b></p> <p>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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Participate in creative idea generation, from brainstorming to defending and selecting an idea.</li> <li>Recognize creativity and innovation as necessary entrepreneurial skills for starting a business.</li> </ul>	<p><b>Family and Consumer Science (Grade 6)</b> 5:2 a Select a product or service to sell.</p> <p><b>Entrepreneurship (Grade 8)</b> 1:3 Students will understand idea generation through innovation and problem solving.</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><b>Session Four: Market Research</b> 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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>▪ Discuss the importance of market research in the product development process.</li> <li>▪ Describe multiple types of survey questions.</li> </ul>	<p><b>Family and Consumer Science (Grade 6)</b> 5:2 b Conduct and analyze a market survey.</p> <p><b>College and Career Awareness (Grade 7)</b> 4:2 a Understand how price, product, promotion, and place affect the success of a business.</p> <p><b>Entrepreneurship (Grade 8)</b> 3:2 Students will explore how businesses reach, maintain, and increase the market.</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><b>Session Five: Design and Prototype</b> Students learn about the product design and prototype process. Each student creates a product sketch to showcase their product idea.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>▪ Represent a product idea and its features by using rough sketches and drawings.</li> <li>▪ Recognize sketches as an important first step in the prototype process.</li> </ul>	<p><b>Family and Consumer Science (Grade 6)</b> 5:2 c Design packaging for the product if applicable.</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><b>Session Six: Seek Funding</b> 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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>▪ Discuss the elements that make a strong pitch presentation to potential investors.</li> <li>▪ Work together to create and deliver a product pitch for potential funding.</li> </ul>	<p><b>Family and Consumer Science (Grade 6)</b> 5:2 g Evaluate the effectiveness of the process / business plan.</p> <p><b>College and Career Awareness (Grade 7)</b> 4:2 d Using career exploration in business, marketing, and related areas, develop a small business that is role-played in the classroom with successful operations.</p> <p><b>Entrepreneurship (Grade 8)</b> 4:1 Students will examine sources and types of funding. 5:1 Students will discuss short- and long-term goals for an entrepreneurial venture.</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>