## JA It's My Business! – Blended

<table>
<thead>
<tr>
<th>Session Details</th>
<th>Career Ready Standards</th>
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<td><strong>Session One: Entrepreneurs</strong>&lt;br&gt;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.</td>
<td><strong>Social Studies- Economics</strong>&lt;br&gt;SS 8.2.1.b Illustrate how individuals are both consumers and producers (buyers and sellers) in a market economy.&lt;br&gt;SS 8.2.1.d Identify the role of entrepreneurs and profit in a market economy.&lt;br&gt;<strong>Career Ready Practice</strong>&lt;br&gt;1. <strong>Entrepreneurship</strong>&lt;br&gt;a. Understands the knowledge and skills required of an entrepreneur.&lt;br&gt;b. Describes the opportunities for entrepreneurship in a given industry.</td>
<td>RI 6.4,7&lt;br&gt;SL. 6.1-2&lt;br&gt;SL. 6&lt;br&gt;L. 6.1-6&lt;br&gt;RI 7.3-4&lt;br&gt;RI.7.7&lt;br&gt;SL. 7.1-2&lt;br&gt;SL. 7.4&lt;br&gt;L. 7.1-6&lt;br&gt;RI 8.3-4&lt;br&gt;RI. 8.7&lt;br&gt;SL. 8.1-2&lt;br&gt;SL. 8.6&lt;br&gt;L. 8.1-5</td>
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<td><strong>Session Two: Market and Need</strong>&lt;br&gt;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.</td>
<td><strong>Social Studies- Economics</strong>&lt;br&gt;SS 8.2.1.a Understand the relationship between consumers and producers in a market economy.&lt;br&gt;<strong>Career Ready Practice</strong>&lt;br&gt;1. <strong>Academic Attainment</strong>&lt;br&gt;a. Reads and comprehends written material in a variety of forms and levels of complexity.&lt;br&gt;b. <strong>Perceptiveness</strong>&lt;br&gt;a. Accurately defines a problem or issue.&lt;br&gt;b. Recognizes factors, constraints, goals and relationships in a problem situation.</td>
<td>RI 6.4,7&lt;br&gt;SL. 6.1-2&lt;br&gt;SL. 4&lt;br&gt;L. 6.1-6&lt;br&gt;RI 7.3-4&lt;br&gt;RI.7.7&lt;br&gt;SL. 7.1-2&lt;br&gt;SL. 7.6&lt;br&gt;L. 7.1-6&lt;br&gt;RI 8.3-4&lt;br&gt;RI. 8.7&lt;br&gt;SL. 8.1-2&lt;br&gt;SL. 8.4</td>
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<td><strong>Session Three: Innovative Ideas</strong>&lt;br&gt;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.</td>
<td><strong>Social Studies- Economics</strong>&lt;br&gt;SS 8.2.1.c Describe the development and effects of technology in economic history.&lt;br&gt;<strong>Career Ready Practice</strong>&lt;br&gt;3. <strong>Personal Responsibility</strong>&lt;br&gt;a. Takes responsibility for individual and shared group work tasks.&lt;br&gt;b. Models behaviors that demonstrate reliability, dependability and commitment to the organization.&lt;br&gt;5. <strong>Critical Thinking</strong>&lt;br&gt;a. Demonstrates the ability to reason critically and systematically.&lt;br&gt;b. Uses reason and logic to evaluate situations from multiple sources.&lt;br&gt;6. <strong>Creativity</strong>&lt;br&gt;a. Initiates brainstorming to generate ideas to solve problems or maximize opportunities.&lt;br&gt;b. Appreciates new and creative ideas of others’ perspectives.</td>
<td>RI 6.4,7&lt;br&gt;SL. 6.1-2&lt;br&gt;SL. 4&lt;br&gt;L. 6.1-6&lt;br&gt;RI 7.3-4&lt;br&gt;SL. 7.1-2&lt;br&gt;SL. 7.64&lt;br&gt;L. 7.1-6&lt;br&gt;RI 8.4,7&lt;br&gt;SL. 8.1-2&lt;br&gt;SL. 8.4&lt;br&gt;L. 8.1-5</td>
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| **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.  
**Objectives:**  
- Discuss the importance of market research in the product development process.  
- Describe multiple types of survey questions. | **Career Ready Practice**  
2. A. **Speaking** 1. Asks pertinent questions to acquire or confirm information.  
2. Demonstrates interpretation of verbal and non-verbal messages in a conversation.  
5. B. **Decision-Making** 1. Conducts research, gathers input and analyzes information necessary for decision-making.  
8. A. **Teamwork** 1. Builds consensus within a team to accomplish results.  
2.** Contributes to team-oriented projects and assignments. | RI 6.1-2  
RI 6.4-7  
SL 6.2  
SL 6.4  
L. 6.1-6 |
| **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.  
**Objectives:**  
- Represent a product idea and its features by using rough sketches and drawings.  
- Recognize sketches as an important first step in the prototype process. | **Career Ready Practice**  
1. A. **Academic Attainment** 4. Assimilates and applies new learning, knowledge and skills.  
4. B. **Problem Solving** 1. Presents multiple solutions to the problem based on evidence and insights.  
2. Evaluates solutions and determines the potential value toward solving the problem.  
6. B. **Innovation** 1. Searches for new ways to improve the efficiency of existing processes.  
2. Determines the feasibility of improvements for ideas and concepts.  
9. B. **Tools and Applications** 1. Uses the appropriate technology tools for conveying information, solving problems and expediting workplace processes. | RI 6.4-7  
SL 6.1-2  
SL 6.4-7  
L. 6.1-6 |
| **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.  
**Objectives:**  
- Discuss the elements that make a strong pitch presentation to potential investors.  
- Work together to create and deliver a product pitch for potential funding. | 1. B. **Writing** 2. Composes focused written documents such as: agendas, audio-visuals, bibliographies, drafts, emails, forms, notes, oral presentations, reports and technical documents.  
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.  
2. C. **Presentations** 1. Prepares presentations to provide information for specific purposes and audiences.  
7. A. **Leadership** 1. Employs organizational development skills to foster positive working relationships and accomplish goals.  
2. Enlists the support of others to accomplish a goal. | RI 6.4-7  
SL 6.1-2  
SL 6.4-6  
L. 6.1-4 |

**Junior Achievement**