### JA It's My Business! – Blended

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<th>Session Details</th>
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| **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.  
**Objectives:**  
- Define entrepreneurship and social entrepreneurship.  
- Identify entrepreneurial characteristics and recognize strengths and areas of potential growth. | **Family and Consumer Science (Grade 6)**  
5:2 Complete a FACS related free enterprise experience.  
**College and Career Awareness (Grade 7)**  
4:2 Explore the careers, education, and training related to marketing and entrepreneurship and management.  
**Entrepreneurship (Grade 8)**  
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. | RI 6.4,7  
SL. 6.1-2  
SL. 6  
L. 6.1-6 |
| **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.  
**Objectives:**  
- Define market and need.  
- Describe the importance of identifying market and need when entrepreneurs develop new product ideas. | **College and Career Awareness (Grade 7)**  
4:2 c Use global examples of how goods, services, and ideas are marketed and distributed.  
4:3 b Understand how the Internet works and define Internet vocabulary, including terms such as URL, browser, search engine, etc.  
4:3 c Understand proper etiquette and ethics when using the Internet and social media/digital marketing online applications.  
**Entrepreneurship (Grade 8)**  
3:1 Students will understand the importance of identifying the market. | RI 6.4,7  
SL. 6.1-2  
SL. 4  
L. 6.1-6 |
| **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.  
**Objectives:**  
- 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. | **Family and Consumer Science (Grade 6)**  
5:2 a Select a product or service to sell.  
**Entrepreneurship (Grade 8)**  
1:3 Students will understand idea generation through innovation and problem solving. | 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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| **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. | **Family and Consumer Science (Grade 6)**  
5:2 b Conduct and analyze a market survey.  
**College and Career Awareness (Grade 7)**  
4:2 a Understand how price, product, promotion, and place affect the success of a business.  
**Entrepreneurship (Grade 8)**  
3:2 Students will explore how businesses reach, maintain, and increase the market. | RI 6.1-2  
RI 6.4,7  
SL 6.1-2  
SL 6.4  
L. 6.1-6  
RI 7.1-2  
RL.7.4,7  
SL 7.2  
L. 7.1-6  
RI 8.1-2  
RI 8.4,7  
SL 8.2  
L. 8.1-5 |
| **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. | **Family and Consumer Science (Grade 6)**  
5:2 c Design packaging for the product if applicable. | RI 6.4,7  
SL 6.1-2  
SL 6.4-7  
L. 6.1-6  
RL.7.4,7  
SL 7.1-2  
SL 7.4-5  
L. 7.1-6  
RI 8.4,7  
SL 8.1-2  
SL 8.4-5  
L. 8.1-5 |
| **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. | **Family and Consumer Science (Grade 6)**  
5:2 g Evaluate the effectiveness of the process / business plan.  
**College and Career Awareness (Grade 7)**  
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.  
**Entrepreneurship (Grade 8)**  
4:1 Students will examine sources and types of funding.  
5:1 Students will discuss short- and long-term goals for an entrepreneurial venture. | RI 6.4,7  
SL 6.1-2  
SL 6.4-6  
L. 6.1-4  
RL.7.4,7  
W 7.6-7  
SL 7.1-2  
SL 7-6  
L. 7.1-4  
RI 8.3-4  
RI 8.7  
W 8.7  
SL 8.1-2  
SL 8.4-6 |