## JA It's My Business! – Blended

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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. | PS 1.A Demonstrate understanding of individual strengths and personal challenges and how they relate to a positive self-concept.  
No Mississippi entrepreneurship standards at this grade level. Refer to National CCT Standards: [https://www.juniorachievement.org/web/ja-usa/middle-school-state-standard](https://www.juniorachievement.org/web/ja-usa/middle-school-state-standard) | 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 |
| **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. | PS 1.C Identify and practice ways to be a contributing group member. | 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 |
| **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. | PS 2.A Identify and practice ways to be a contributing group member. | 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 |
## 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.

### MS Middle School Learning Standards
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### Common Core ELA
- RI 6.1-2
- RI 6.4-7
- SL 6.2
- SL 6.4
- L. 6.1-6
- RI 7.1-2
- RI.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.

### MS Middle School Learning Standards

### Common Core ELA
- RI 6.4,7
- SL 6.1-2
- SL 6.4-7
- L. 6.1-6
- RI.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.

### MS Middle School Learning Standards

### Common Core ELA
- RI 6.4,7
- SL 6.1-2
- SL 6.4-6
- L. 6.1-4
- RI.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