### JA It's My Business! – Blended

<table>
<thead>
<tr>
<th>Session Details</th>
<th>College- and Career-Readiness Standards for Social Studies</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. | **Economics**  
Explain how economic decisions affect the well-being of individuals, businesses, and society.  
Evaluate alternative approaches or solutions to current economic issues in terms of benefits and costs for different groups and society as a whole.  
Analyze the role of innovation and entrepreneurship in a market economy. | RI 6.4,7  
SL. 6.1-2  
SL. 6  
L. 6.1-6  
RI 7.3-4  
RL.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. | **Career Ready Practices**  
Communicate clearly, effectively and with reason.  
Use technology to enhance productivity.  
Work productively in teams while using cultural/global competence. | RI 6.4,7  
SL. 6.1-2  
SL. 4  
L. 6.1-6  
RI 7.3-4  
RL.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. | **Grade 7**  
SS.7.6  
Differentiate between goods and services.  
**Career Ready Practices**  
Act as a responsible and contributing citizen and employee.  
Demonstrate creativity and innovation. | 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. | **History**  
Conduct short research projects to answer a question, drawing on several sources.  
**Career Ready Practices**  
Apply appropriate academic and technical skills.  
Use technology to enhance productivity. | RI 6.1-2  
RI 6.4,7  
SL 6.2  
SL 6.4  
L. 6.1-6  
RI 7.1-2  
RL7.4,7  
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. | **Career Ready Practices**  
Demonstrate creativity and innovation.  
Use critical thinking to make sense of problems and persevere in solving them. | RI 6.4,7  
SL 6.1-2  
SL 6.4-7  
L. 6.1-6  
RI7.4,7  
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. | **Economics**  
Describe the roles of institutions such as corporations, nonprofits, and labor unions in a market economy.  
**Career Ready Practices**  
Communicate clearly, effectively and with reason.  
Use technology to enhance productivity.  
Work productively in teams while using cultural/global competence. | RI 6.4,7  
SL 6.1-2  
SL 6.4-6  
L. 6.1-4  
RI7.4,7  
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 |