# JA It’s My Business! – Blended

<table>
<thead>
<tr>
<th>Session Details</th>
<th>ND Content Standards</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. | **Social Studies**  
6.3.3 Describe how advances in technology (e.g., irrigation, development of tools, specialization) impacted productivity.  
7.3.1 Identify how people organize for the production, distribution, and consumption of goods and services.  
**Library and Technology**  
6-8.IAI.1 Identify a problem or need using current knowledge as context for new learning.  
6-8.MTL.1 Define and use grade-appropriate media and technology terminology in context.  
6-8.RU.9 Determine and use appropriate digital etiquette* for a variety of situations | RI 6.4,7  
SL. 6.1-2  
SL. 6  
L. 6.1-6  
RI 7.3-4  
RL.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. | **Social Studies**  
6.3.1 Students provide an insightful explanation how non-economic factors influenced economic behaviors and decision making.  
7.3.3 Students provide a relevant explanation of patterns and networks of economic and global interdependence in a changing world.  
**Library and Technology**  
6-8.IAI.2 Develop questions based on a problem or need.  
6-8.MTL.10 Use technology to participate and collaborate as a member of a social and intellectual network of learners. | RI 6.4,7  
SL. 6.1-2  
SL. 4  
L. 6.1-6  
RI 7.3-4  
RL.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. | **Social Studies**  
8.3.2 Students provide a relevant evaluation how economic opportunities impact regions.  
**Library and Technology**  
6-8.IAI.3 Select most appropriate library print, digital, and subscription resources from a known list.  
6-8.MTL.6 Adapt current knowledge to generate new ideas, products, or processes. | 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. | **Library and Technology**  
6-8.IAL.8 Interpret information and apply new knowledge to real world situations.  
6-8.MTL.2 Select the appropriate technology to accomplish a goal.  
6-8.PLG.2 Use tools to seek out different perspectives to inform thinking and decision-making. | RI 6.1-2  
RI 6.4.7  
SL 6.2  
SL 6.4  
L. 6.1-6  
RI 7.1-2  
RI7.4.7  
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. | **Library and Technology**  
6-8.IAL.10 Collaborate with others to exchange ideas and develop new understandings.  
6-8.MTL.7 Create unique products and processes by selecting digital resources, tools, and formats for a real-world task. | 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. | **Social Studies**  
8.3.4 Describe factors (e.g., climate, population, tax laws, natural resources) governing economic decision making in North Dakota and other region.  
**Library and Technology**  
6-8.IAL.11 Explain how information and ideas support a decision or solution.  
6-8.MTL.3 Perform grade-appropriate operations using technology to accomplish a goal.  
6-8.PLG.3 Demonstrate leadership and confidence by presenting ideas to others in both formal and informal situations. | 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 |