

JA It's My Business! – Blended

Session Details	HI Performance Standards	Common Core ELA
<p>Session One: Entrepreneurs</p> <p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Define entrepreneurship and social entrepreneurship. ▪ Identify entrepreneurial characteristics and recognize strengths and areas of potential growth. 	<p>SS.8.8.2 Describe the factors that influence production and consumption decisions in a market system.</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 6 L. 6.1-6</p> <p>RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.4 L. 7.1-6</p> <p>RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.6 L. 8.1-5</p>
<p>Session Two: Market and Need</p> <p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Define market and need. ▪ Describe the importance of Identifying market and need when entrepreneurs develop new product ideas. 	<p>CTE.6.1.1 Develop a process to invent a product or procedure to meet a need or improve upon an existing technology</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6</p> <p>RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.6 L. 7.1-6</p> <p>RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.4 L. 8.1-5</p>
<p>Session Three: Innovative Ideas</p> <p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ 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. 	<p>CTE.6.1.1 Develop a process to invent a product or procedure to meet a need or improve upon an existing technology.</p>	<p>RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6</p> <p>RI 7.3-4 SL. 7.1-2 SL. 7.64 L. 7.1-6</p> <p>RI 8.4,7 SL. 8.1-2 SL. 8.4 L. 8.1-5</p>

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<p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Discuss the importance of market research in the product development process. ▪ Describe multiple types of survey questions. 	NA	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
<p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Represent a product idea and its features by using rough sketches and drawings. ▪ Recognize sketches as an important first step in the prototype process. 	CTE.7.1.1 Apply the design process through a set of methodical steps for turning ideas into useful and ethical products and systems. CTE.7.1.2 Assess a product or solution for possible modifications.	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
<p>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.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Discuss the elements that make a strong pitch presentation to potential investors. ▪ Work together to create and deliver a product pitch for potential funding. 	CTE.8.1.1 Assess the overall effectiveness of a product design or solution.	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