

# JA It's My Business!

Session Details	Social Studies Standards	Financial Literacy/Career Development	Common Core ELA
<p><b>Session One: Entrepreneurs</b></p> <p>Students learn about the relationship between entrepreneurs, their businesses, and the products and services they offer, and then take an entrepreneurial characteristics inventory to assess their own entrepreneurial skills and interests.</p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Define entrepreneurship and social entrepreneurship</li> <li>▪ Describe the relationship between a business and its products and service</li> <li>▪ Identify entrepreneurial characteristics and recognize them, in varying degrees, in themselves</li> </ul>	<p>C&amp;G 4 (5-6)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p> <p>C&amp;G 4 (7-8)-3.a. Demonstrating an understanding and empathy for the opinions of others</p> <p>C&amp;G 4 (7-8)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p>	<p><b>Financial Literacy</b></p> <p>I. 8 Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p><b>Grade 6</b> RI.6.4,7 SL.6.1-2 L.6.1-6</p> <p><b>Grade 7</b> RI.7.4,7 SL.7.1-2 L.7.1-6</p> <p><b>Grade 8</b> RI.8.4 SL.8.1-2 L.8.1-5</p>
<p><b>Session Two: Market and Need</b></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><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Define market and need</li> <li>▪ Explain the importance of identifying market and need when developing new product or service ideas</li> </ul>	<p>C&amp;G 4 (5-6)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p> <p>HP 1 (5-6)-1.c. Asking and answering historical questions, organizing information, and evaluating information in terms of relevance.</p> <p>E 1 (5-6)-1.c. Identifying and differentiating between surplus, subsistence, and scarcity.</p> <p>E 1 (5-6)-3.b. Identifying how scarcity impacts the movement of people and goods.</p> <p>HP 1 (7-8)-1.c. Asking and answering historical questions, evaluating sources of information, organizing the information, and evaluating information in terms of relevance and comprehensiveness</p> <p>HP 1 (7-8)-2.b. Developing, expanding, and supporting an historical thesis, based on a series of events.</p> <p>E 1 (7-8)-1.c. Researching and analyzing the impact of surplus, subsistence, and scarcity.</p> <p>E 1 (7-8)-3.b. Explaining how scarcity impacts the organization of society and development of civilization.</p>	<p>NA</p>	<p><b>Grade 6</b> RI.6.1,4,7 SL.6.1-2 SL.6.4 L.6.1-6</p> <p><b>Grade 7</b> RI.7.1,4,7 SL.7.1-2 SL.7.4 L.7.1-6</p> <p><b>Grade 8</b> RI.8.1,4 SL.8.1-2 SL.8.4 L.8.1-5</p>

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<p><b>Session Three: Innovative Ideas</b></p> <p>Students learn about innovative idea generation and examine cutting-edge products. Working in groups, students brainstorm their own product ideas and use graphic organizers to capture them.</p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>Explain innovation and recognize it as a necessary entrepreneurial skill when starting a business</li> <li>Participate in creative idea generation, from brainstorming to defending and selecting an idea</li> </ul>	<p>C&amp;G 4 (5-6)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p> <p>HP 4 (5-6)-2.a. Citing examples of how science and technology have had positive or negative impacts upon individuals, societies and the environment in the past and present.</p> <p>HP 4 (5-6)-2.c. Describing important technologies and advancements, including writing systems, developed by a particular civilization/ country/nation.</p> <p>E 2 (5-6)-2.a. Identifying how inventions, innovations, and technology stimulate economic growth.</p> <p>HP 4 (7-8)-2.a. Identifying and describing how traits of civilization develop in response to innovations, inventions, change and territorial expansion.</p> <p>E 2 (7-8)-2.a. Describing how inventions, innovations, and technology stimulate economic growth by expanding markets, creating related industries, and improving the flow of goods and services.</p> <p>E 2 (7-8)-2.b. Explaining how innovations and technology positively or negatively impact industries, economies, cultures, and innovations.</p>	<p><b>Financial Literacy</b></p> <p>I. 8 Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p> <p><b>Career Development</b></p> <p>6 Demonstrate creativity and innovation.</p>	<p><b>Grade 6</b></p> <p>RI.6.1 RI. 6.4 RI.6.7 SL.6.1-2 SL.4-5 L.6.1-6</p> <p><b>Grade 7</b></p> <p>RI.7.1 RI.7.4 RI.7.7 SL.7.1-2 SL.7.4-5 L.7.1-6</p> <p><b>Grade 8</b></p> <p>RI.8.1 RI.8.4 SL.8.1-2 SL.8.4-5 L.8.1-5</p>
<p><b>Session Four: Testing the Market</b></p> <p>Students learn about the importance of obtaining market feedback about new product ideas. They will examine various survey question types and determine whether questions yield useful product feedback, and then practice developing survey questions in groups.</p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>Discuss the importance of market research in the product development process</li> <li>Describe multiple types of survey questions</li> </ul>	<p>HP 4 (5-6)-2.a. Citing examples of how science and technology have had positive or negative impacts upon individuals, societies and the environment in the past and present.</p> <p>HP 4 (5-6)-2.c. Describing important technologies and advancements, including writing systems, developed by a particular civilization/ country/nation.</p> <p>C&amp;G 4 (7-8)-3.a. Demonstrating an understanding and empathy for the opinions of others</p>	<p><b>Financial Literacy</b></p> <p>I. 8 Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p> <p><b>Career Development</b></p> <p>6 Demonstrate creativity and innovation</p> <p>8 Utilize critical thinking to make sense of problems and persevere in solving them.</p>	<p><b>Grade 6</b></p> <p>RI.6.1 RI.6.4 RI.6.7 W.6.4 SL.6.1-2 L.6.1-6</p> <p><b>Grade 7</b></p> <p>RI.7.1 RI.7.4 RI.7.7 W.7.4 SL.7.1-2 L.7.1-6</p> <p><b>Grade 8</b></p> <p>RI. 8.4 W.8.4 SL.8.1-2 L.8.1-5</p>

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<p><b>Session Five: Design and Prototype</b></p> <p>Students learn about product design and the prototype process. Each student will create a product sketch to show the features and explain the purpose of his or her product.</p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Represent a product idea and its features by using rough sketches and drawings</li> <li>▪ Recognize sketches as an important first step in the prototype process</li> </ul>	<p>HP 4 (5-6)-2.a. Citing examples of how science and technology have had positive or negative impacts upon individuals, societies and the environment in the past and present.</p> <p>HP 4 (5-6)-2.c. Describing important technologies and advancements, including writing systems, developed by a particular civilization/ country/nation.</p> <p>C&amp;G 4 (7-8)-3.a. Demonstrating an understanding and empathy for the opinions of others</p> <p>C&amp;G 4 (7-8)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p>	<p><b>Financial Literacy</b></p> <p>I. 8 Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p> <p><b>Career Development</b></p> <p>6 Demonstrate creativity and innovation</p> <p>8 Utilize critical thinking to make sense of problems and persevere in solving them.</p>	<p><b>Grade 6</b></p> <p>RI.6.4 RI.6.7 W.6.4 SL.6.1-2 SL.6.4-5 L.6.1-6</p> <p><b>Grade 7</b></p> <p>RI.7.4 RI.7.7 W.7.4 SL.7.1-2 SL.7.4-5 L.7.1-6</p> <p><b>Grade 8</b></p> <p>RI.8.4 W.8.4 SL.8.1-2 SL.8.4-5 L.8.1-5</p>
<p><b>Session Six: Seek Funding</b></p> <p>Students learn how to plan and deliver a pitch presentation with the intent of attracting potential investors. In a mock competition, groups will pitch their product idea to guest judge(s) who will award teams with ceremonial startup funds.</p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Describe the elements that make a strong pitch presentation</li> <li>▪ Work together to create and deliver a product pitch for potential funding</li> </ul>	<p>C&amp;G 4 (5-6)-3.b. Demonstrating the ability to compromise (e.g., offering solutions, persisting to resolve issues).</p> <p>HP 4 (5-6)-2.a. Citing examples of how science and technology have had positive or negative impacts upon individuals, societies and the environment in the past and present.</p> <p>HP 4 (5-6)-2.c. Describing important technologies and advancements, including writing systems, developed by a particular civilization/ country/nation.</p> <p>C&amp;G 4 (7-8)-3.a. Demonstrating an understanding and empathy for the opinions of others</p>	<p><b>Financial Literacy</b></p> <p>I. 8 Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p> <p><b>Career Development</b></p> <p>6 Demonstrate creativity and innovation</p> <p>8 Utilize critical thinking to make sense of problems and persevere in solving them.</p>	<p><b>Grade 6</b></p> <p>RI.6.4 RI.6.7 W.6.4 SL.6.1-2 SL.6.4-5 L.6.1-4</p> <p><b>Grade 7</b></p> <p>RI.7.4 RI.7.7 W.7.4 SL.7.1-2 SL.7.4-5 L.7.1-4</p> <p><b>Grade 8</b></p> <p>RI.8.4 W.8.4 SL.8.1-2 SL.8.4-5 L.8.1-5</p>