

Be the “E” Content Standards Level 2

Project Area Skill refers to the subject matter which youth demonstrate in relation to the correlating content standard.

Objectives:

Career Readiness-

- 1. Students will identify their career interests and aptitudes to develop an educational plan which supports personal career goals.**

Benchmarks: 5-8: A,B,D; 9-12: A,B,C,E

Project Area Skill: The youth look at how to market a product in today’s economy. They will look at web-businesses and understand the importance of customer service and social sensitivity. They will learn how to market themselves as well as their product and many other skills that will allow them to explore their interests in the career field of business and entrepreneurship.

- 2. Students will utilize and manage resources effectively to produce quality services and products.**

Benchmarks: 9-12: A

Project Area Skills: The youth will demonstrate responsibility in regards to gathering information and creating projects such as commercials and want ads. They will learn the importance of appearance and customer service as it relates to the business world and the youth are encouraged to adopt these skills as they pursue their interests in future careers.

- 3. Students will demonstrate the technological knowledge and skills required for future careers.**

Benchmarks: 5-8: A,B,C; 9-12: A

Project Area Skill: The youth will look at a variety of businesses on the web. They will have to use various methods to conduct the searches and evaluate the sites they find using specified criteria. They will understand how technology is becoming an important marketing tool in today’s economy, and how some products are better to sell in person.

4. Students will develop and demonstrate responsible and ethical workplace behaviors.

Benchmarks: 5-8: A,B,C; 9-12: A,B,C

Project Area Skill: The youth will demonstrate positive interaction while working through and discussing many of the activities as a group or with a helper. They will understand how some businesses must adapt to the social and cultural needs in their community in order to be successful. They will also learn how to go about finding and evaluating such needs.

5. Students will develop effective leadership, interpersonal and team skills.

Benchmarks: 5-8: C

Project Area Skill: Through these activities the youth will learn important leadership skills in the business world. They will demonstrate interpersonal communication by interacting with their group members to evaluate and discuss many of these activities.

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Objectives:

Language Arts-

- 1. Reading and Listening for Comprehension: students will apply strategies and skills to comprehend information that is read, heard, and viewed.**

Benchmarks: 5-8: A,B,C,D; 9-12: B,C,D

Project Area Skill: The youth will demonstrate reading and listening comprehension through group discussion and apply what they have learned in their individual projects. They will learn vocabulary used in business and increase their comprehension of the terms by filling out matching exercises and cross-word puzzles.

- 2. Writing and Speaking for Expression: students will communicate effectively through speaking and writing.**

Benchmarks: 5-8: A,C; 9-12: A,C

Project Area Skill: The youth will practice their public speaking skills by presenting interesting facts about themselves in a 30 second commercial. They will also practice using business “lingo” in speech and vocabulary. The youth will also comprehensively assess each activity by writing persuasive arguments on what they have learned.

- 3. Literature and Media: students will use literature and media to develop and understanding of people, societies and the self.**

Benchmarks: 9-12: A

Project Area Skill: The youth will develop and act out commercials advertising themselves. They will understand how communication can be emphasized in appearance as well as speech, and how important it is in a business to identify consumer’s wants and needs in order to become successful.

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Objectives:

Math-

- 1. Data Analysis and Probability: students will understand how to formulate questions, analyze data, and determine probabilities.**

Benchmarks: 5-8: A,C

Project Area Skill: Many of the activities involve observation and collection of data in specified charts in the activity book. The youth must summarize observed data, record it, then analyze it to answer comprehensive questions listed at the end of the activity, as well as discuss the outcome of their observations with their project “helper”.

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Objectives:

Science-

Strand I: Scientific Thinking and Practice

Standard I: Understand the processes of scientific investigations and use inquiry and scientific ways of observing, experimenting, predicting, and validating to think critically.

5-8 Benchmarks: I, III

Project Area Skill: The youth will record data in charts provided by the entrepreneurship activities. They will determine the outcomes of such data by participating in discussion and answering comprehensive questions listed at the end of each activity.

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Objectives:

Social Studies-

- 1. History: students are able to identify important people and events in order to analyze significant patterns, relationships, themes, ideas, beliefs, and turning points in New Mexico, United States, and world history in order to understand the complexity of the human experience.**

Benchmarks: 5-8: D; 9-12: D

Project Area Skill: The youth will use the internet to find and validate information. They will view a variety of web sites and evaluate them based on their marketing effectiveness. By identifying relationships among consumer wants and needs through research, the youth will learn valuable market skills and get a glimpse into the complexity of the human experience.

- 4. Economics: students understand basic economic principles and use economic reasoning skills to analyze the impact of economic systems (including the market economy) on individuals, families, businesses, communities, and governments.**

Benchmarks: 5-8: A,B; 9-12: A

Project Area Skills: The youth will understand the workings of a free enterprise system by researching marketing skills, creating a customer demographics analysis and identifying marketing practices on the internet. They will learn the importance of not only how to market a product but who they are marketing to. They will also participate in an activity that involves looking at the positives and negatives of credit in the U.S.