

Be the “E” Content Standards Level 3

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

Project Area Skill: The youth will look at the predicted outcome of their business venture by determining their competition, deciding what the correct price should be for their product; writing a business plan and many other valuable skills. By participating in these activities, the youth are encouraged to speak with local entrepreneurs in their community and decide where their interests lie, and if they want to pursue a career in business.

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

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

Project Area Skill: The youth will prepare a business plan for the product they have developed throughout the “Be the E” program. The activities in this section teach the youth valuable marketing skills in developing their product and selling it to the public. They will also understand the trade off between reaching a goal and resources such as time, money and materials needed to achieve that goal.

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

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

Project Area Skill: The youth will use the internet to search for valuable information regarding marketing strategies and product development. They will understand that with today's technology any local business can be accessed worldwide and has a chance at success. By utilizing such computer skills the youth will demonstrate valuable skills sought after for careers in the field of business.

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

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

Project Area Skill: The youth will understand the social and legal applications of having one's own business. They will learn how positive interaction with others is a valuable marketing skill, and analyze ethical issues as they apply to business interactions.

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

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

Project Area Skill: The youth will learn the importance of leadership in entrepreneurship. They will analyze hypothetical situations regarding hiring and working with others in a business type setting. They will also understand the importance of utilizing positive behaviors while working with others to accomplish goals.

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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: A,B,C,D

Project Area Skill: The youth will engage in a variety of activities that evolve around becoming entrepreneurs. They will demonstrate comprehension of the activities by learning new vocabulary, reading and reflecting on issues presented by the text and searching the internet to increase their knowledge of marketing skills.

- 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 demonstrate their knowledge of the entrepreneurial activities through group discussion and writing persuasive arguments to questions listed at the end of each activity. They will also participate in a speaking activity in which they must persuade a money lender to give them a loan to start up their business.

- 3. Students will use literature and media to develop an understanding of people, societies, and the self.**

Benchmarks: 9-12: A

Project Area Skill: The youth will research information about their local community to identify the wants and needs of their target audience. They will understand the importance of cultural awareness and through research find options as entrepreneurs to give back to their community.

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Objectives:

Math-

- 1. Number and Operations: students will understand numerical concepts and mathematical operations.**

Benchmarks: 5-8: B,C

Project Area Skill: The youth will use addition and multiplication of whole numbers to determine the cost of the product they plan to sell, how much to pay employees and their expenditure for starting a business. They must determine cost by estimating and researching a variety of resources. The youth are also encouraged to compare the pricing of their product with the price of their competition’s product.

- 2. Measurement: students will understand measurement systems and applications.**

Benchmarks: 5-8: B

Project Area Skill: The youth will measure time to determine how much labor to add to the cost of the product. The youth will also use various measuring strategies to determine how much of certain raw materials they need to create their product and also apply those measurements to their cost analysis.

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

Benchmarks: 5-8: A,C

Project Area Skill: The youth will document their observations in pre-made charts for various activities. They will then analyze the data collected to answer comprehensive questions concerning the activity, make persuasive arguments, and are encouraged to further explore selected topics from the activities.

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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: III

Project Area Skill: The youth will use mathematical analysis to determine the cost of their product. They must display their estimated information on a chart and analyze their findings through comprehensive questions 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 a variety of resources such as the internet and local business persons to obtain information for proposing a business. They will also read the history of important people in the business world who began with little money and a simple idea and are now very successful to encourage the youth to explore their own interests in the business world. The youth are also encouraged to construct a time line for completing tasks for their marketing strategies.

- 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,B

Project Area Skill: The youth will examine economics through the eyes of entrepreneurs. They will create a “product” and analyze through a variety of activities the best way to market and create a cost for their product. They will also look at various government regulations as they pertain to small businesses.