Grades 9-12, Career Technical Education

Standards:

CA CCSS Writing Standards for Literacy in Science and Technical Subject (WHST)
9.7: Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

9.8: Gather relevant information from multiple authoritative print and digital sources (primary and secondary), using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CA

9.9: Draw evidence from informational texts to support analysis, reflection, and research.

Grades 9-12, Career Technical Education
Sector: Marketing, Sales, and Service
Pathway C: Entrepreneurship/Self-Employment, Standards C2.0 & C2.1
C2.0 Analyze the development of successful personal entrepreneurial traits.
C2.1 Define and identify the following entrepreneurial characteristics: adaptability, competitiveness, confidence, discipline, perseverance, vision and risk taking.

Lesson Idea:

Students in the Marketing Pathway are asked to understand the basic aspects of entrepreneurship and analyze the characteristics of successful entrepreneurs.

Some of the basic aspects of entrepreneurship that we have been focusing on in class are:

- Adaptability
- Competitiveness
- Confidence
- Discipline
- Perseverance
- Innovation/Creativity/ Vision
- Risk Taking

In this task students will choose an aspect of entrepreneurship from the above list. Students gather information about this topic from multiple sources and assess the usefulness of each source. These sources can include magazines, journals, the internet, etc. Using a standard format for citation, the students will write a paper that explains how their topic (e.g. Interest and Vision) relates to the success of being an entrepreneur.