Bringing 4-H to the Classroom – An Introduction to School Standards

Content standards establish specific expectations for the assessment of cumulative learning by the end of first grade, fourth grade, eighth grade and twelfth grade. The standards listed for this curriculum serve as a base guide and are not absolute – you may find that you add or subtract specific standards as you seek to meet the needs of your unique educational setting. In addition, as the curriculum is adapted, standards for grade levels not listed here may be met. Visit the Nebraska Department of Education Web site to access current standards lists in each content area.

As this is a University of Nebraska–Lincoln Extension publication, the Nebraska State Education Content Standards have been aligned to the materials found in this curriculum. Alignment of the Nebraska standards is in compliance with national educational standards. If you are using this curriculum in another state, please refer to your local education department to reference your own individual state standards and see how they relate to the standards listed here.

***EntrepreneurShip Investigation (ESI) Unit II: The Case of Me* Activities: Aligned with Nebraska State Education Content Standards**

Nebraska State Education Content Standards are "statements focusing on academic knowledge, skills and understandings that schools should teach and students should know as a result of their schooling" (Nebraska L.E.A.R.N.S., 1999).

The content area "home base" for this curriculum is Entrepreneurship Education.

Career Cluster Area(s): Can be integrated into all Career Cluster Areas.

Is That My Conscience Talking?

National Entrepreneurship

B.01 - Demonstrate honesty and integrity.
B.04 - Demonstrate ethical work habits.
C.09 - Describe the need for and impact of ethical business practices.

Nebraska State Entrepreneurship

ENT 12.2.1 - Leadership

- Demonstrate honesty and integrity
- Demonstrate responsible behavior
- Demonstrate initiative
- Demonstrate ethical work habits
- Exhibit passion for goal attainment
- Recognize others' efforts
- Lead others using positive statements
- Develop team spirit
- Enlist others in working toward a shared vision
- Share authority, when appropriate
- Value diversity

ENT 12.3.1 - Business concepts:

- Explain the role of business in society
- Describe types of business activities
- Explain types of businesses
- Explain opportunities for creating added value

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- Determine issues and trends in business
- Describe crucial elements of a quality culture/continuous quality improvement
- Describe the role of management in the achievement of quality
- Explain the nature of managerial ethics
- Describe the need for and impact of ethical business practices

Reading/Writing
8.4.1 – Students will identify information gained and complete tasks through listening.
12.2.4 – Students will use multiple forms to write for different audiences and purposes.
12.2.5 – Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.

YOU Can Make a Difference

National Entrepreneurship
B.03 – Explain types of businesses.

Nebraska State Entrepreneurship
ENT 12.2.1 - Leadership
- Demonstrate honesty and integrity
- Demonstrate responsible behavior
- Demonstrate initiative
- Demonstrate ethical work habits
- Exhibit passion for goal attainment
- Recognize others' efforts
- Lead others using positive statements
- Develop team spirit
- Enlist others in working toward a shared vision
- Share authority, when appropriate
- Value diversity

Reading/Writing
8.3.1 – Students will participate in group discussions by asking questions and contributing information and ideas.

Playing the Part

National Entrepreneurship
B.17 – Maintain positive attitude.

Nebraska State Entrepreneurship
ENT 12.10.4 - Morale/Motivation
- Exhibit leadership skills
- Encourage team building
- Recognize/reward employees
- Handle employee complaints/grievances
- Ensure equitable opportunities for employees
- Build organizational culture

Reading/Writing

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ESI Unit II: The Case of ME School Standards

12.1.1 – Students will identify the main idea and supporting details in what they have read.

Got Time?

National Entrepreneurship
B.24 – Use time management practices.

Nebraska State Entrepreneurship
ENT 12.2.3 - Personal Management

- Maintain positive attitude
- Demonstrate interest and enthusiasm
- Make decisions
- Develop an orientation to change
- Demonstrate problem-solving skills
- Assess risks
- Assume personal responsibility for decisions
- Use time-management principles
- Develop tolerance for ambiguity
- Use feedback for personal growth
- Demonstrate creativity
- Set personal goals

Reading/Writing
8.3.1 – Students will participate in group discussions by asking questions and contributing information and ideas.
8.4.1 – Students will identify information gained and complete tasks through listening.
12.3.1 – Students will participate in student-directed discussions by eliciting questions and responses.

Investigating the Sale

National Entrepreneurship
E.11 - Demonstrate basic search skills on the Web
L.39 - Acquire product information for use in selling
L.40 - Analyze product information to identify product features and benefits
L.41 - Prepare for the sales presentation
L.46 - Recommend specific product

Nebraska State Entrepreneurship
ENT 12.5.1 - Computer Basics

- Use basic computer terminology
- Apply basic commands of operating system software
- Employ desktop operating skills
- Determine file organization
- Demonstrate system utilities for file management
- Compress or alter files
- Use reference materials to access information
- Use menu systems
- Use control panel components
- Access data through various computer drives

ENT 12.12.5 - Selling

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- Acquire product information for use in selling
- Analyze product information to identify product features and benefits
- Prepare for the sales presentation
- Establish relationship with client/customer
- Determine customer/client needs
- Determine customer's buying motives for use in selling
- Differentiate between consumer and organizational buying behavior
- Recommend specific product
- Convert customer/client objections into selling points
- Close the sale
- Demonstrate suggestion selling
- Plan follow-up strategies for use in selling
- Process sales documentation
- Prospect for customers
- Plan strategies for meeting sales quotas
- Analyze sales reports
- Train staff to support sales efforts
- Analyze technology for use in the sales function
- Manage online sales process

Reading/Writing
8.1.5 – Students will identify and apply knowledge of the text structure and organizational elements to analyze nonfiction or informational text.
12.1.1 – Students will identify the main idea and supporting details in what they have read.
12.1.2 – Students will locate, evaluate, and use primary and secondary resources for research.
12.3.2 – Students will make oral presentations that demonstrate consideration of audience, purpose, and information.

Staying in Business and Out of Court

National Entrepreneurship
N.14 - Explain legal issues affecting businesses
N.15 - Protect intellectual property rights
N.19 - Adhere to personnel regulations

Nebraska State Entrepreneurship
ENT 12.14.2 - Legal Considerations

- Explain legal issues affecting businesses
- Protect intellectual property rights
- Select form of business ownership
- Obtain legal documents for business operations
- Describe the nature of businesses' reporting requirements
- Adhere to personnel regulations
- Implement workplace regulations (including OSHA, ADA)
- Develop strategies for legal/government compliance

Reading/Writing
12.1.1 – Students will identify the main idea and supporting details in what they have read.

12.1.2 – Students will locate, evaluate, and use primary and secondary resources for research.

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12.1.6 – Students will identify and apply knowledge of the text structure and organizational elements to analyze non-fiction or informational text.
12.2.1 – Students will write using standard English (conventions) for sentence structure, usage, punctuation, capitalization, and spelling.
12.2.5 – Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.

Mapping and Planning Together

National Entrepreneurship
A.10 - Explain tools used by entrepreneurs for venture planning
A.16 - Use components of a business plan to define venture idea

Nebraska State Entrepreneurship
ENT 12.1.2 - Plan the Venture and Identify Needed Resources

- Describe entrepreneurial planning considerations
- Explain tools used by entrepreneurs for venture planning
- Assess start-up requirements
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Assess the need to use external resources for concept development
- Describe strategies to protect intellectual property
- Use components of a business plan to define venture idea

Reading/Writing
8.1.1 – Students will identify the main idea and supporting details in what they have read.
8.2.5 – Students will demonstrate the ability to use self-generated questions, note taking, summarizing and outlining while learning.
12.1.1 – Students will identify the main idea and supporting details in what they have read.
12.2.5 – Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.

Lesson Name	Science	Math	Reading/Writing	Social Studies	Entrepreneurship
Is That My Conscience Talking?			8.4.1, 12.2.4, 12.2.5		National: B.01, B.04, C.09 State: ENT 12.2.1, 12.3.1
YOU Can Make a Difference			8.3.1		National: B.03 State: ENT 12.2.1
Playing the Part			12.1.1		National: B.17 State: ENT 12.10.4
Got Time?			8.3.1, 8.4.1, 12.3.1		National: B.24 State: ENT 12.2.3
Investigating the Sale			8.1.5, 12.1.1, 12.1.2, 12.3.2		National: E.11, L.39, L.40, L.41, L.46 State: ENT 12.5.1, 12.12.5
Staying in Business and Out of Court			12.1.1, 12.1.2, 12.1.6, 12.2.1, 12.2.5		National: N.14, N.15, N.19 State: ENT 12.14.2
Mapping and Planning Together			8.1.1, 8.2.5, 12.1.1, 12.2.5		National: A.10, A.16 State: ENT 12.1.2

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