

CEW – Student Evidence

JA Be Entrepreneurial, Session 5
CEW Academic Standard: 13.4.11.C

11th grade

During the first activity you played a game that challenged you to distinguish between competitive advantages and profit-focused choices. Activity 2 asked you to choose 2-3 of these competitive advantages for your business. What competitive advantages did you choose and why? What did you learn about competitive advantages?

Name: _____ **Date:** _____

Activity One

Time

30 minutes

Teaching Tips

Alternative play: Have all the players draw and place their cards at the same time. Once someone covers all the targets, he or she calls "out's-eye," and game play stops. The other players confirm or challenge the card placements, deciding to the volunteer if necessary. If the player made an error, he or she is "out" until a new game begins. The other players continue to play.

Be sure to point out that the quotes and mottos on the cards were selected as good illustrations of competitive advantage and profit, but they may be out of context and may not accurately reflect the opinion of the author.

that are specific to each session's topic. The Web addresses to these links are included in the activity. Inform the students that the online material is to be reviewed outside of the session time.

Explain that during this session they will continue to develop a specific competitive advantage for their product or service.

Remind the students that although making a profit is a necessary goal of any business, profit is not a competitive advantage. They will need to select specific competitive advantages that set their venture apart from that of their competitor. If an entrepreneur decides that making a profit is the only value that counts, he or she will have a difficult time finding customers and employees.

Explain to the students that in this session they will apply what they have learned about competitive advantages by selecting advantages for their businesses.

Activity One

Competitive Advantage Game

Game Set-Up

- Organize the students into groups of no more than four players.
- Distribute one Competitive Advantage Game Board to each player.
- Distribute one set of Competitive Advantage Game Cards to each group.

Game Overview

- Explain that players will take turns selecting a card from the stack and reading the business quote or motto.
- The object of the game is to be able to differentiate between cards with a competitive advantage and those that are about profit only.
- The first player to correctly collect and place six cards with quotes or mottos based on competitive advantages is the winner.

Game Instructions

- Ask the groups to shuffle their set of Competitive Advantage Game Cards and place them face down in the center of the players.
- Ask the groups to determine whose first name starts closest to the beginning of the alphabet. This player goes first.
- Game play rotates clockwise.
- Ask the students to read the game instructions on their game board.
- Ask the player who goes first to demonstrate the process as an example.

Challenging a Player's Card Placement

- If there is a challenge and the group is undecided, it can ask for the volunteer's decision. Refer to the card numbers on the next page to determine their correct placement. **(Do not give the players this information, because they will use it for card placement instead of reading the cards.)**