

# INSIGHT

AN EXPERIENCE IN ENTERPRISE EDUCATION



Global Business

## The Ball Starts Rolling

By: Jaden Davantes

With their new projects having been rolled out, students have been hard at work this past week in all 3 of their insight classes. With several large projects approaching their deadline, students have been working on everything from macroeconomics, to writing a research paper, to developing pitches designed to get local businesses to work with Insight in the future.

For the past few weeks, students have been reaching out to several local companies, seeing if they would be interested in working on an Insight project for the 2018-19 school year. This is a huge project that will span over the course of almost 3 months, but in the past week, Global Business Insight students have been finalizing their first presentations. They'll be giving their first presentation to the class in small groups next week.

On Monday, Tuesday and Thursday students got some time with Mrs. Straub to learn all about macroeconomics. During econ time, students began learning some of the most fundamental concepts of macroeconomics: aggregate supply and aggregate demand. In addition to learning new topics, students were given time to look over and correct their Unit 1 macroeconomic test, taking a look at both the multiple choice and free response portions of the test.

One of the biggest things students worked on this week were their research papers for their project groups. Within the semester long project, the research paper is one of the first big deliverables and one of the first big summatives for every group, and with a due date next week, students were hard at work adding the final touches to their papers. These papers were 4-6 pages long, and for most groups involved analyzing not only the strengths and weaknesses of their business partner, but the competitors of their business partners as well. It's been a huge task over the past couple of weeks that students are finally getting ready to finish.

Finally, in the business class with Mr. Heesch, students have been working on their budgeting skills. Students learned about the steps necessary to finance a car, learning about everything from APR to monthly payments and total financial charge. Subsequently they simulated buying

their first car by visiting the websites of local banks to see how much a car loan would cost, and then creating a budget that accounted for the car, the loan, and the insurance. This was a brand new topic to almost all the students, and thanks to Mr. Heesch, Global Business students are one step closer for being ready for their futures.

Overall, this was a busy week for Global Business students, with many project deadlines coming up. They've been hard at work all week, and it looks like this will continue to be the case until the end of the year.



## Innovation

Business Innovation • Engineering Innovation

# Mid-Winter Presentations!

By: Joey Thomas

Students in Business Law started off the week with more work time on their personal projects. Most presentations are finished and groups are ready to present. On Wednesday, one group presented to the class about music law, in preparation for the guest speaker they invited to come on Friday. Due to the pep assembly on Friday, students meet at school to listen to our guest speaker, Sam Ecoff, who talked to us about music law and everything that goes into producing music. Overall, this was a very productive week in Business Law.



Matt and Adam discussing music law before our guest instructor.



After selecting the biomedical solutions they wanted to create, students began designing and modeling these products. Students started out the week on Tuesday designing and sketching their ideas. By Thursday, groups were already creating prototypes of their products and testing materials to be used as well. The next step is to create a fake business and a marketing plan to advertise their new inventions. This was a very productive week in biomedical innovations!

Brianna and Claire using Mr. Reed to help prototype their medical device.

On Tuesday, Business Innovation students traveled to The Commons in Milwaukee, where they met

other students around the area to pitch their product. Students also worked on their innovation start-ups for the 1 for 1 business model for a monthly subscription box business model. It was a fun and educational week for the business students.



Hannah and Jess at a workshop at The Commons. Business Innovation students attended this workshop on Tuesday.

This week in Engineering Innovations, students finalized and continued to test their prototypes while making improvements to their design. On Tuesday, all engineering groups met with Mr. Ketterman to discuss their business plans and how they should approach the business aspect of their projects. Then on Thursday, all engineering groups continued work on their projects.



Jack is working on his Engineering project

We hope you enjoyed this update. If you have any questions or comments, please contact JJ Heesch at (262) 701-5674 or by email at [heesjef@pewaukeeschools.org](mailto:heesjef@pewaukeeschools.org).

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