

INSIGHT

AN EXPERIENCE IN ENTERPRISE EDUCATION



Global Business

Global Busy-ness

By: Danya Almoghrabi

The Global Business strand had a very eventful past week with many exciting opportunities. This week was packed with students engaging in project meetings, AP Economics, business topics, a guest speaker, and a field trip.

Starting off the week in AP Econ, students learned more about Unit 4 which is mainly about market structures. One main topic from this unit is the monopoly market and how to graph it and how it is in use. Students were also introduced into oligopoly and simulated a game theory example.

In Business, we all shared in a group discussion on the topic of effective leadership. This helped us become more aware of ourselves in our project groups and how to become the best in leading each other to success.



Solar Covered Saddle Bag group presenting to the class



Ms. Bentley discussing survey techniques with students

There were also two project group meetings this past week. Angels for Ashlyn met with a marketing director to learn more about mission statements. The Solar Covered Saddle Bag group also met with their company to present their industry analysis. All remaining groups are continuing on the next deliverable and will meet with their companies in the next couple of weeks.

We were all very interested in hearing our guest speaker Ms. Candice Bentley on Wednesday in class. She spoke on the topic of survey methodology and how to create the most effective survey. This helps our project groups as 5 out of 6 groups have a survey as their next deliverable. Ms. Bentley discussed survey samples, lengths, and responses with the class which was very beneficial.

Another exciting aspect of this week was our class field trip to the company Fiserv on Thursday. Fiserv is a financial services company that handles banking, payments, technology, etc. While there, we listened to different employees speaking on different roles of the company which related to our project groups. For example, one of the topics was on how to design a trade show booth which is what the Karate America project group is doing. The trip to Fiserv was very informative and helped us relate the topics to our projects.

Overall, you can see that this week was packed with different activities here at Insight. With AP Economics, business, project groups, and different speakers, we learned a lot within each topic and are excited for the next week ahead.



Students at Fiserv



Innovation

Business Innovation • Engineering Innovation

Brainstorming Improvements

By: Hannah Reynolds



This is a picture of all the innovation students presenting their, "It's Like, But For" ideas.

This week for the Insight Innovation strand, students have been pushed to channel their inner creativity. Most students believe that creativity is a talent that people are born with, however, they quickly determined this preconceived idea is false.

On Monday, the students from all innovation strands met at the Insight office. They worked on their brainstorming techniques by completing the, "It's Like, But For" activity. Each group was given a specific product and then a type of consumer. From there, each student had to brainstorm a new product for the new type of consumer. Students had to mind map, or create a visual representation of their ideas that includes a central idea surrounded by connected branches of associated topics, to come up with a solution. This activity helped the innovation students practice a commonly used brainstorming technique which can help them while completing their redesign of a shopping cart. On Wednesday, all students met at the high school and worked in their groups for redesigning a shopping cart.. After interviewing PHS teachers and observing carts at their selected store, students had to determine what issues people have with the shopping carts and figure out how they can fix the issues. Later in the week, students then had to research the patents that shopping carts have to determine more about the cart. After reviewing the patents, students began to redesign the cart.



Emma and Madhuri practicing mind mapping.

Throughout the week the business innovation students met at the Insight office and worked on their startups. In class, the students wrapped up the empathy and design stages of the startup process. They then worked on transitioning into the ideate stage. In class, students completed a mind map to help determine a name for their startup. Also, students worked in their startup groups to research possible competitors for their businesses and how they are going to differentiate themselves from other companies.

The engineering students have been working in their project groups on creating their decision matrix to help solve their solution. Students have also been communicating and working with their mentors. The biomedical students have been looking at data sets throughout the week to determine if they are reliable or not. In class on Thursday, students listened to a lecture on statistical analysis where they learned about finding variances and means of statistical data. The biomedical students have also been keeping in touch with their mentors throughout the week.

Overall, this week has been very productive week for all innovation strands. Students practiced brainstorming techniques, learned many new things and worked hard on their perspective projects!



Out With the Old, In With the New

By: Lexi Westenberger

In the previous week, Elements of Health and Medicine INSIGHT students have been working hard with their Medical Interventions Project Lead the Way course and finishing clinicals. On Wednesday the CNA students received their certificate for completing the training of the nursing assistant program. Students said their goodbyes to residents and are looking forward to their state competency test in mid-December.



Tuesday, Thursday and Friday, the students focused primarily on their medical interventions coursework. This week antibiotics were introduced and research began. To fully understand antibiotics and how they treat a bacterial infections, students also have to be knowledgeable about bacteria structure and function. Students began by discovering the difference between gram positive and gram negative bacteria and the structural similarities and differences. Sue's meningitis is caused by a gram negative bacteria. This means that the cell wall is thin and surrounded by two cell membranes, which both help to keep shape and allow certain compounds in and out of the cell. Because of this structure, only specific antibiotics will help destroy the bacteria.



Students analyzed the four main classes of antibiotics: penicillin, fluoroquinolones, sulfonamides, and tetracyclines. Students researched how each class of antibiotics work and then built models to illustrate their effect on bacteria. Students took turns sharing their models and taking notes. Through this process, students discovered that it is important to note that while an antibiotic developer is testing different drugs, they must aim to target structures that only bacteria

cells have. If the antibiotic attacks something also in human cells, these innocent human cells will also be destroyed. More often than not, students discovered that the antibiotic breaks open the bacterial cell wall allowing fluid and compounds inside the cell to rush out while extracellular fluid rushes in, causing the cell to burst. In another classification of antibiotics, the drug functions by entering the cell and inhibiting a protein that helps replicate DNA. Without DNA replication the cells cannot multiply, slowing the infection and allowing the immune system to effectively destroy the remaining bacterial invaders. Friday morning, the students plated agar gel inoculated with two types of bacteria, *Escherichia coli* and *Bacillus cereus*. Then, students placed 5 different types of antibiotic treated disks onto the plates. On Monday, students will view their results to see which antibiotics are most and least effective in killing these bacterial strains.

Towards the end of the week, a brand new project was introduced which students are very excited about! As Elements of Health and Medicine students will be joining a 4th grade class in the upcoming week to help them learn about human body systems. INSIGHT students will assist with finding age-appropriate sources for research, providing example projects, and acting as patients at a doctor's appointment. Similar to our previous project in which we presented information to a patient, the 4th graders will be providing us an overview of a body system and recommendations to keep that system healthy. As we head into the next week there are many exciting plans and a full agenda to keep us busy with the Horizon Elementary students!



Though Pathways to Teaching only runs during second semester, students are communicating with their mentors all year long. Many of the mentors for this strand are educators with the Pewaukee School District. We would like to thank all educators for their time and expertise in mentoring an Insight student.

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.

Check out our website: www.pewaukeeinsight.com.

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