



Teacher Implementation and Assessment Guide

Business Builder AI Academy - 20-Week Full Program

Prepared for Utah charter schools, private schools, teachers, administrators, and families.

Implementation model

The Academy is designed as a teacher-facilitated, project-based course. The portal organizes instruction and submissions, while the teacher provides context, approves safe student choices, clarifies permitted AI use, gives feedback, and determines grades. A suggested schedule is two to three class periods per week for 20 weeks, with local adjustment for block schedules, enrichment, advisory, after-school, or semester delivery.

Teacher responsibilities

- Confirm the school's approved AI tools and age/account requirements before instruction.
- Offer the non-AI pathway without penalty.
- Review business ideas for safety and age appropriateness before students advance.
- Approve any customer interviews, public posting, domain purchase, payment activity, or external contact.
- Teach students to cite or disclose AI assistance as required by school policy.
- Assess reasoning, revisions, evidence, and student understanding - not polish alone.
- Protect student privacy in classroom sharing and demo-day activities.

Recommended 20-week pacing

Week	Focus	Instructional emphasis	Evidence
1	Entrepreneurship and mindset	Role, traits, ethics, growth mindset.	Mindset profile and reflection
2	Problem hunt	Needs, frustrations, opportunities.	Problem hunt worksheet
3	Strengths and idea generation	Interests, skills, 15-20 ideas.	Brainstorm sheet
4	Idea selection and safety	Decision matrix and approval.	Final idea statement
5	Target customer	Customer segment and need.	Target customer worksheet
6	Customer discovery	Approved interview questions and feedback.	Interview notes
7	Offer and value	Product/service, benefit, value proposition.	Offer worksheet and UVP
8	Business plan and competitors	Plan structure and ethical differentiation.	Student business plan
9	Business naming	Name criteria and originality.	Name shortlist

10	Domain and online identity	Domain research and privacy.	Domain research sheet
11	Brand direction	Audience, personality, colors, logo brief.	Brand guide
12	Website plan	Site map, homepage copy, calls to action.	Website plan
13	Startup costs	Costs, resources, budget.	Startup budget
14	Pricing and payments	Cost, time, value, safe payment plan.	Pricing worksheet
15	Marketing	Audience, channels, message, content.	Marketing plan
16	Sales and service	Ethical conversation, script, objections.	Sales script
17	Launch readiness	Review approvals, risks, incomplete work.	Launch checklist
18	Portfolio assembly	Revise and organize artifacts.	Final business binder
19	Pitch preparation	7-10 slides, evidence, speaking practice.	Pitch deck
20	Demo day and reflection	Presentation, feedback, next steps.	Presentation and reflection

Assessment framework

Recommended grade weighting for the full five-module program:

Category	Weight	What is evaluated
Module deliverables	45%	Completion, quality, revision, and connection across artifacts.
Business portfolio	20%	Coherence, practicality, evidence, organization, and safety.
Pitch and presentation	15%	Clarity, evidence, delivery, response to questions, and next steps.
Responsible AI / source practice	10%	Privacy, verification, attribution, editing, and appropriate use.
Participation and reflection	10%	Feedback, persistence, collaboration, and growth.

Common 4-point rubric

Level	Descriptor
4 - Advanced	Accurate, specific, practical, well-supported, revised, and clearly connected to customer need. Student can explain decisions independently.
3 - Proficient	Complete and accurate with appropriate detail. Decisions are reasonable and student can explain most choices.
2 - Developing	Partially complete or general. Some decisions lack evidence, clarity, or connection.
1 - Beginning	Minimal, copied, unsafe, unsupported, or not understood by the student.

AI-use evidence and academic integrity

- Teachers state whether AI is permitted for each assignment.
- Students retain ownership of decisions and final wording.
- Students identify meaningful AI assistance when required.
- Students verify factual claims with reliable sources.
- AI-generated text submitted without understanding or revision does not demonstrate mastery.
- Students never enter confidential or personally identifiable information into unauthorized AI tools.

Differentiation and accessibility

- Provide templates, sentence starters, examples, vocabulary lists, and chunked deadlines.
- Permit oral, visual, written, or recorded demonstrations when learning objectives allow.
- Caption videos and provide transcripts or equivalent text instruction.
- Use accessible documents, labeled forms, sufficient contrast, keyboard navigation, and screen-reader-compatible structure.
- Allow simplified business scope for younger or emerging learners and deeper financial/legal analysis for advanced students.

Teacher launch checklist

- School curriculum approval obtained.
- Teacher/endorsement and credit questions resolved locally.
- DPA, security, accessibility, and procurement reviews completed as required.
- Student roster and roles tested.
- Parent communication and consent process completed.
- Approved AI tools and non-AI alternative published.
- Grading policy and rubrics loaded.
- Demo-day audience, privacy, photography, and external-contact rules approved.

Sources and document basis

- **ABM Academy course and module pages:** <https://abmsolutionsllc.com/ai-powered-entrepreneurship-courses>
- **USBE Entrepreneurship standards:** https://schools.utah.gov/cte/_cte/strands/Entrepreneurship.pdf
- **USBE AI Framework, March 2026:** https://schools.utah.gov/informationtechnology/artificialintelligence/_artificialintelligence/AIFramework.pdf

Important: This document is an implementation resource, not legal advice, an accreditation, or a statement that USBE has approved the Academy. The adopting school or LEA retains authority over curriculum approval, course coding, credit, teacher qualifications, accessibility, privacy review, and permitted AI tools.