



# JA It's My Business!®

## Program Overview

*JA It's My Business!* encourages students to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations.

Following participation in the program, students will be able to:

- Apply their entrepreneurial skills to education, career, and service pursuits.

## Session Overviews and Objectives

<p><b>Session One:</b>  <b>I Am an Entrepreneur</b>            Working in groups, students play the E-Quiz Game Show. They begin to identify entrepreneurial characteristics they possess by learning about the lives of entrepreneurs both past and present.</p>	<p><b>Objectives:</b>            Students will be able to:</p> <ul style="list-style-type: none"> <li>• Define entrepreneurship.</li> <li>• Identify four key entrepreneurial characteristics.</li> <li>• Recognize personal entrepreneurial characteristics.</li> </ul>
<p><b>Session Two:</b>  <b>I Can Change the World</b>            Students work in groups to complete a blueprint for a Teen Club. They identify the first entrepreneurial characteristic—Fill a Need—by considering customer needs and brainstorming product design. Students begin to identify the skills and knowledge needed to start a business.</p>	<p><b>Objectives:</b>            Students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how entrepreneurs fill a market need.</li> <li>• Discuss the role of market research in determining market need and competitive advantage.</li> </ul>
<p><b>Session Three:</b>  <b>I Know My Customer</b>            Working in groups, students recognize the second entrepreneurial characteristic: Know Your Customer and Product. Students discover ways to market specific products to the appropriate customers.</p>	<p><b>Objective:</b>            Students will be able to:</p> <ul style="list-style-type: none"> <li>• Create effective advertisements for a variety of businesses.</li> </ul>
<p><b>Session Four:</b>  <b>I Have an Idea</b>            Students participate in an auction designed to highlight creative and innovative entrepreneurs and their businesses.</p>	<p><b>Objectives:</b>            Students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize how being creative and innovative are necessary entrepreneurial skills for starting a business.</li> <li>• Verbally defend their decisions.</li> </ul>

## Session Overviews and Objectives

<p><b>Session Five:</b> <b>I See a Need</b> By analyzing current examples of social entrepreneurs, students identify businesses they can start. They examine ways entrepreneurs use the four entrepreneurial characteristics to develop their business plan.</p>	<p><b>Objectives:</b> Students will be able to:</p> <ul style="list-style-type: none"><li>• Analyze how entrepreneurs use their knowledge and abilities to create businesses.</li><li>• Develop business plans based on set criteria.</li></ul>
<p><b>Session Six:</b> <b>Celebrate Entrepreneurs!</b> Students create entrepreneur profile cards to showcase their understanding of the fourth entrepreneurial characteristic—Believe in Yourself.</p>	<p><b>Objectives:</b> Students will be able to:</p> <ul style="list-style-type: none"><li>• Identify characteristics they share with entrepreneurs.</li><li>• Create a Personal Entrepreneur Profile.</li></ul>

## Program Basics

- Includes a series of six sessions recommended for students in sixth, seventh, or eighth grade.
- Average time for each session is 60 minutes.
- Materials are packaged in a self-contained kit that includes detailed plans for the volunteer and materials for 32 students.
- Provides practical information about what it takes to be a successful entrepreneur.
- Session-specific, student-friendly materials included to increase student interaction and emphasize JA's experiential approach to learning.
- Correlates well to state social studies, English, and math standards, as well as the Common Core State Standards in English/Language Arts and mathematics.

## Program Concepts and Skills

*JA It's My Business!* enhances students' learning of the following concepts and skills:

**Concepts**—Advertising, Apprentice, Auction, Auctioneer, Be creative and innovative, Believe in yourself, Bid, Business, Business plan, Civic responsibility, Customer, Entrepreneur, Entrepreneur profile, Fill a need, Know your customer and product, Market, Marketing, Profit, Self-taught, Social entrepreneur

**Skills**—Active listening, Analyzing information, Brainstorming, Creative thinking, Critical thinking, Decision-making, Deductive reasoning, Estimating, Following directions, Group work, Interpreting information, Measuring, Money management, Oral and written communication, Problem-solving, Self-assessment