



JA Be Entrepreneurial®

Program Overview

JA Be Entrepreneurial introduces students to the essential components of a practical business plan, and challenges them to start an entrepreneurial venture while still in high school.

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

- Recognize characteristics and practices of successful entrepreneurs.
- Evaluate an entrepreneurial idea based on product, customer, and competitive advantage criteria.
- Demonstrate business-planning skills for venture start-up, marketing, financing, management, and ethical decision-making.

Session Overviews and Objectives

<p>Session One Introduction to Entrepreneurship Students are introduced to the elements of successful business start-ups, myths and facts about entrepreneurship, and early product development.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Recognize the elements of a successful business start-up. • Evaluate myths and facts about entrepreneurship. • Consider product-development options.
<p>Session Two What's My Business? Students continue to develop their product or service idea by analyzing various sources of successful entrepreneurial ventures, culminating in their selection of a product or service as the basis of their business plan.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Recognize the importance of carefully selecting their product or service before starting their business. • Apply their passions, talents, and skills to a market-needs assessment to determine the basis of their business plan.
<p>Session Three Who's My Customer? Students examine how market needs and demographics contribute to successful entrepreneurial ventures.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Recognize the importance of analyzing their market. • Apply a needs assessment to the market available to a specific product.
<p>Session Four What's My Advantage? Students learn the importance of intentionally selecting and applying competitive advantages to an entrepreneurial venture.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Define competitive advantages and recognize them in other businesses. • Demonstrate the importance of selecting competitive advantages that give their product and market an edge on the competition.

Session Overviews and Objectives

<p>Session Five Competitive Advantages Students apply competitive advantages to entrepreneurial ventures.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Evaluate competitive advantages. • Select competitive advantages that drive a developing business venture.
<p>Session Six Ethics Are Good For Business Students learn to anticipate ethical dilemmas and consider consequences in making ethical business decisions.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Evaluate short- and long-term consequences in making ethical decisions. • Express that being ethical can be good for business.
<p>Session Seven The Business Plan Students apply the six elements of successful start-ups to a business plan for their product or service.</p>	<p>Objective Students will be able to:</p> <ul style="list-style-type: none"> • Compile essential entrepreneurial elements into a sample business plan.

Program Basics

- Includes a series of seven sessions recommended for high school students.
- Average time for each session is 45 minutes.
- Materials are packaged in a self-contained kit that includes detailed plans for the volunteer and materials for 32 students.
- Resources available online, including additional full-length sessions, business-plan podcasts, and On Your Own activities for students.
- Prepares students to develop the essential components of a business plan.
- 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.

Program Concepts and Skills

JA Be Entrepreneurial enhances students' learning of the following concepts and skills:

Concepts—Advertisement, Business plan, Competitive advantages, Customer, Demographic, Entrepreneur, Entrepreneurial spirit, Ethical dilemma, Ethics, Financing, Franchise, Long- vs. short-term consequences, Management, Market, Market needs, Marketing, Nonprofit business, Product, Product development, Profit, Social entrepreneur, Social responsibility, Stakeholder, Voting

Skills—Analyzing information, Business planning, Categorizing data, Decision-making, Evaluating alternatives, Expressing multiple viewpoints, Graphic presentation, Oral and written communication, Presenting information, Reading for understanding, Weighing consequences, Working in groups, Working in pairs