



JA Our Region™

Program Overview

JA Our Region introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services in a community. Students solve problems by weighing risks and rewards.

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

- Analyze how entrepreneurs use resources and work with each other to produce goods and services in a community.
- Recognize the skills, tasks, and concepts an entrepreneur must master to start a successful business.

Session Overviews and Objectives

<p>Session One Am I an Entrepreneur? Students explore well-known businesses, their origins, and the traits common to the entrepreneurs who started them.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Recognize the impact entrepreneurs have on a community or a region. • Apply traits common to successful entrepreneurs to their own skills and abilities.
<p>Session Two Regional Resources: Tools for Entrepreneurs Students are introduced to resources and how entrepreneurs use resources to offer products and services in a region.</p>	<p>Objectives The students will be able to:</p> <ul style="list-style-type: none"> • Recognize natural, human, and capital resources. • Analyze products and services that can be offered by using resources.
<p>Session Three The Hot Dog Stand Students learn about the fundamental tasks performed by a business owner and play a game that allows them to see money coming in and going out of a business.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Explain the importance of keeping an accurate account of a business' financial information. • Track the revenue and expenses of a business. • Recognize the fundamental tasks required to run a business.
<p>Session Four Entrepreneurs are Problem Solvers! Students journey through the complex world of business problem solving by weighing potential risks and rewards and tracking the outcome of their choices.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Apply the business problem-solving process. • Recognize that there are potential risks and rewards to business decisions.
<p>Session Five My Region in the World Students demonstrate the supply chain through a hands-on manufacturing and trade experience.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Recognize the interdependence of resource providers, businesses, and consumers. • Apply the supply chain to a manufacturing example.



JA Our Region™

Program Basics

- Includes a series of five sessions recommended for students in fourth grade.
- 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.
- Emphasis on entrepreneurs and the role of regional resources in production.
- Session-specific, age-appropriate materials included to increase student interaction and emphasize JA's experiential approach to learning.
- Correlates to state social studies, English, and math standards, as well as the Common Core State Standards in English/Language Arts and mathematics.

JA Our Region enhances students' learning of the following concepts and skills:

Concepts—Advertising, Business fundamentals, Capital resources, Entrepreneur, Entrepreneur characteristics, Expense, Finance tracking, Human resources, Inventory, Loss, Manufacturing, Natural resources, Price, Products, Profit, Region, Resources, Revenue, Reward, Risk, Services, Supply, Supply chain, Trade, Transportation

Skills—Analyzing information, Categorizing data, Decision making, Evaluating alternatives, Following directions, Mathematics, Oral and written communication, Reading for understanding, Working in pairs and groups