



# JA Be Entrepreneurial<sup>®</sup>

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

## Session Overviews and Objectives

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

## 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