



JA Be Entrepreneurial[®]

High School

JA Be Entrepreneurial introduces students to the essential elements of a practical business plan and then challenges them to start an entrepreneurial venture while still in high school. *JA Be Entrepreneurial* consists of seven 45 minute volunteer led sessions.

Students will learn about advertising, competitive advantages, financing, marketing, and product development.

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.

Key Learning Objectives

The students will be able to:

- Recognize the elements of a successful business start-up.
- Evaluate myths and facts about entrepreneurship.
- Consider product development options.

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.

Key Learning Objectives

The students will be able to:

- 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.

Session Three: Who's My Customer?

Students examine how market needs and demographics contribute to successful entrepreneurial ventures.

Key Learning Objectives

The students will be able to:

- Recognize the importance of analyzing their market.
- Apply a needs assessment to the market available to a specific product.

Session Four:

What's My Advantage?

Students learn the importance of intentionally selecting and applying competitive advantages to an entrepreneurial venture.

Key Learning Objectives

The students will be able to:

- 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 Five:

Competitive Advantages

Students apply competitive advantages to entrepreneurial ventures.

Key Learning Objectives

The students will be able to:

- Evaluate competitive advantages.
- Select competitive advantages that drive a developing business venture.

Session Six:

Ethics Are Good For Business

Students learn to anticipate ethical dilemmas and consider consequences in making ethical business decisions.

Key Learning Objectives

The students will be able to:

- Evaluate short- and long-term consequences in making ethical decisions.
- Express that being ethical can be good for business.

Session Seven: The Business Plan

Students apply the six elements of successful start-ups for their products and services.

Key Learning Objectives

The students will be able to:

- Compile entrepreneurial elements into a sample business plan.

JA programs are correlated to Arizona's College and Career Ready Standards in English Language Arts and Mathematics and Arizona K-12 Academic Standards in Social Studies. Additional national correlations can be found at www.ja.org.