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.

To inspire and prepare young people to succeed in a global economy

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