

JA It's My Business!®

Middle School



Through hands-on classroom activities, *JA It's My Business!* encompasses entrepreneurship curriculum for students in grades 6 through 8. The program emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations. The program includes six 60 minute volunteer-led sessions.

Session One: I Am an Entrepreneur

Working in groups, students play the *E-Quiz Game Show*. They begin to identify entrepreneurial characteristics they possess by learning about the lives of entrepreneurs both past and present.

Key Learning Objectives

The students will be able to:

- Define entrepreneurship.
- Identify four key entrepreneurial characteristics.
- Recognize personal entrepreneurial characteristics.

Session Two: I Can Change the World

Students work in groups to complete a blueprint for a Teen Club. They identify the first entrepreneurial characteristic—"Fill a Need"—by considering customer needs and brainstorming product design. Students begin to identify the skills and knowledge needed to start a business.

Key Learning Objectives

The students will be able to:

- Describe how entrepreneurs fill a market need.
- Discuss the role of market research in determining market need and gaining competitive advantage.

Session Three: I Know My Customer

Working in groups, students recognize the second entrepreneurial characteristic—"Know Your Customer and Product." Students discover ways to market specific products to the appropriate customers.

Key Learning Objectives

The students will be able to:

- Create effective advertisements for a variety of businesses.

Session Four: I Have an Idea

Students participate in an auction designed to highlight creative and innovative entrepreneurs and their businesses.

Key Learning Objectives

The students will be able to:

- Recognize how being creative and innovative are necessary entrepreneurial skills for starting a business.
- Verbally defend their decisions.

Session Five: I See a Need

By analyzing current examples of social entrepreneurs, students identify businesses they can start. They examine ways entrepreneurs use the four entrepreneurial characteristics to develop their business plan.

Key Learning Objectives

The students will be able to:

- Analyze how entrepreneurs use their knowledge and abilities to create businesses.
- Develop business plans based on set criteria.

Session Six: Celebrate Entrepreneurs!

Students create *Entrepreneur Profile Cards* to showcase their understanding of the fourth entrepreneurial characteristic—"Believe in Yourself."

Key Learning Objectives

The students will be able to:

- Identify characteristics they share with entrepreneurs.
- Create a Personal Entrepreneurial Profile.

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