



# JA It's My Business!®

Through hands-on classroom activities, *JA It's My Business!* encompasses entrepreneurship curriculum for students in grades six, seven, and eight. 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.

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

- Apply their entrepreneurial skills to education, career, and service pursuits.

## Session Titles and Summaries

### 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 successful entrepreneurs, both past and present.

### Session Two: I Can Change the World

Students work in groups to complete a blueprint for a teen club. Students 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 create a business.

### Session Three: I Know My Customer

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

### Session Four: I Have an Idea

Students participate in an auction designed to highlight successful entrepreneurs and their businesses, and focus on the third entrepreneurial characteristic—Be Creative and Innovative.

### 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 improve the lives of others.

### Session Six: Celebrate Entrepreneurs!

Students create entrepreneur profile cards to showcase their understanding of the fourth entrepreneurial characteristic—Believe in Yourself.

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# Junior Achievement® – Bringing the “Business of Life” to Life

Join Junior Achievement’s global network of more than 287,000 volunteers and help students in your community connect the dots between what they learn in school and the “business of life”—work readiness, entrepreneurship, and financial literacy.

## JA’s Turn-Key Volunteer Solution:

**1. Personalized Placement**  
JA works with you to ensure you teach at the location and grade level of your choice.

**2. Comprehensive Training**  
JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and delivering the JA curriculum, working with the classroom teacher, and communicating effectively with students.

## JA It’s My Business®

If entrepreneurship is the basis of our country’s economic success, then what is the basis of entrepreneurship itself? Can a person learn to think and act like an entrepreneur? Most definitely. This program teaches students the four key characteristics of successful entrepreneurs: believing in themselves, filling a need, knowing their customer and product, and being creative and innovative.



**3. Minimal Time Commitment**  
The time commitment is minimal compared to the significant impact you make. Middle grade-level classes include six, 45-minute sessions.

And, JA provides you with a kit containing all of the session plans and student materials you’ll need to make every minute count.

**4. JA Staff Follow-Up and Support**  
JA staff is available to answer your questions or make suggestions pertaining to your volunteer assignment.

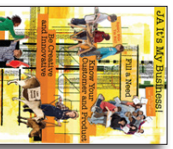
**Guide for Volunteers and Teachers**  
Provides session plans and teaching tips.



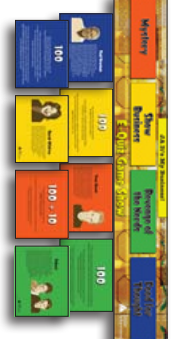
**Entrepreneur Journals**  
Direct students to reflect on each session’s goals and to think like an entrepreneur.



**Certificate of Achievement**  
Given to students in recognition of their participation.



**Entrepreneur Poster**  
Categorizes the four characteristics shared by entrepreneurs.



**E-Quiz Game Show**  
Students answer questions to identify well-known entrepreneurs or businesses.



**That Can’t Be Real Cards**  
Students create ads for products that may or may not be real.

**Club Room Blueprints**  
Students work together in a group to brainstorm ideas and features for a teen club.



**Auction Product Tent Cards**  
Using product clues, students compete in an auction to bid on mystery businesses.



**Entrepreneur Challenge Cards**  
Working as social entrepreneurs, students identify a need and brainstorm ideas to meet it.



**Entrepreneur Profile Cards**  
Students study successful entrepreneurs, then create their own personal profile for the present and the future.



**Junior Achievement®**  
www.ja.org