



## **Program Basics**

*JA It's My Business!* meets the after-school programming needs of a diverse group of students by providing engaging, academically enriching, and experiential learning sessions in entrepreneurship education.

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

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

### **The following entrepreneurial characteristics will be presented:**

- Fill a need.
- Know your customer and product.
- Be creative and innovative.
- Believe in yourself.

## **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 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 creative and innovative entrepreneurs and their businesses.

**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.”