



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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