



JA Be Entrepreneurial™

By developing the essential components of a business plan, *JA Be Entrepreneurial* challenges students from 15 to 19 years old, start an entrepreneurial venture while still in high school.

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

- Recognize characteristics and practices of successful entrepreneurs.
- Evaluate an entrepreneurial idea based on product, customer, and competitive-advantage criteria.
- Demonstrate business-planning skills for venture start-up, marketing, financing, management, and ethical decision-making.

Session Titles and Summaries

Session One—Introduction to Entrepreneurship

Students are introduced to the elements of successful business start-ups, myths and facts about entrepreneurship, and participate in a product development competition.

Session Two—What's My Business?

Students take on the roles of various entrepreneurs as they develop their product or service idea, and analyze sources of successful entrepreneurial ventures to select a product or service as the basis of their business plan.

Session Three—Who's My Customer?

Student groups create and present advertisements to demonstrate how market needs and demographics contribute to successful entrepreneurial ventures.

Session Four—What's My Advantage?

Students evaluate actual companies that have excelled in selecting and applying successful competitive advantages.

Session Five—Competitive Advantages

Students play a game that demonstrates effective competitive advantages and select the best for their own entrepreneurial venture.

Session Six—Ethics Are Good For Business

Students learn through case-studies how being ethical is good for business in the long run.

Session Seven—The Business Plan

Students apply the key elements of successful entrepreneurs to their product or services and complete a sample business plan.

For more information visit www.jathailand.org or e-mail jathailand.info@gmail.com



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

Join Junior Achievement’s global network of nearly 400,000 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 relaying the JA curriculum, working with the classroom teacher, and communicating effectively with students.



3. Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. High school-level classes include seven 45 minutes 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.

JA Be Entrepreneurial™

If starting a business seems too out-of-reach for high school students, *JA Be Entrepreneurial* shows them how realistic an entrepreneurial venture can be.



Guide for Volunteers and Teachers

Provides lesson plans and teaching tips.



Student Workbook

An in-class and take-home reference tool for students to follow along and complete with each session.



Certificate of Achievement

Given to students in recognition of their participation.



Take-Home Newsletter

Provides online resources to prepare students for their entrepreneurial venture.



Product Challenge Sheets

Students test their innovative thinking in a product development competition.



Entrepreneur Script Card

Students perform as entrepreneurs to show successful product development strategies.



Pipe Cleaners

Students create a product model and design an advertisement to sell it to a specific market.



Business Profile Cards, Sheets and Profile Voting Stickers

Students study the competitive advantages of entrepreneur-based companies, create their own business poster, and vote on the winner.



Competitive Advantage Game Boards and Game Cards

In this engaging game, students decide if actual quotes and mottos represent competitive advantages or profit only.



Ethical Dilemmas

By examining case studies, students see that choosing to be ethical is good for business in the long-run.



Sample Business Plan

Students compile the key elements of successful entrepreneurship into a working plan.

