

JA Be Entrepreneurial

Lesson 1: Introduction to JA Be Entrepreneurial



55 Min

GOALS

1. Nature and importance of entrepreneurship
2. Define a product and a service
3. Need for a vision when starting a business

CORE ACTIVITIES

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|---------------------------------------|--------------|
| 1. Getting started | (10 minutes) |
| 2. Welcome to the entrepreneurial age | (15 minutes) |
| 3. Deciding on a product or service | (20 minutes) |
| 4. Business in the community | (20 minutes) |

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Lesson 2: Determining Competitive Advantage



60 Min

GOALS

1. Review Lesson 1
2. Identify and explain a competitive advantage
3. Identify details necessary to start a business

CORE ACTIVITIES

- | | |
|-----------------------------|--------------|
| 1. Review of business ideas | (10 minutes) |
| 2. Competitive advantage | (15 minutes) |
| 3. Vincenzo's Restaurant | (25 minutes) |

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Lesson 3: Strategies for Success



60 Min

GOALS

1. Review Lesson 2
2. Identify and explain target market

CORE ACTIVITIES

1. Follow-up discussion about competition and competitive advantage (10 minutes)
2. Introduction to target market (15 minutes)
3. Describing target market (25 minutes)

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Lesson 4: You Can Do It!



60 Min

GOALS

1. Review Lesson 3
2. Learn about entrepreneurial resources
3. How market changes can cause company changes

CORE ACTIVITIES

1. Follow-up discussion about target market (10 minutes)
2. Developing a business plan (20 minutes)
3. Business planning (15 minutes)
4. Program conclusion (20 minutes)