

JA It's My Business!®

JA It's My Business!® helps middle grade students (age 13-15) learn about 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.

Through **various interactive sessions**, each 60 minutes in length, students underpin the business concepts they learn with fun games and hands-on challenging activities. Materials are packaged in a self-contained kit that includes detailed plans for teachers, students, and volunteers.

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Students learn to...

- **Fulfill a Need**
Know the market need and their competitors
- **Know their product and customer**
Have expert knowledge of both the consumer and the product
- **Be creative and innovative**
Think outside the box and look for new and different solutions to needs that have been identified
- **Believe in themselves and develop important skills**
Identify likes, skills/abilities, and work to improve

Students practice their ability to...

- Spot resources and opportunities
- Be creative
- Adapt to changes
- Use resources productively
- Understand the consequences of choices & actions
- Take action in response to an idea or goal
- Persevere
- Interact with others and communicate effectively
- Solve problems
- Present an idea and argue a point
- Cooperate and work within teams
- Take responsibility

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 **140,000 students**

 **5,500 teachers**

 **2,000 volunteers**

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Austria, Bulgaria, Denmark, Estonia, Finland, Greece, Israel, Moldova, Norway, Portugal, Romania, Russia and Sweden

Age
13-15

6
lessons

@
e-learning
module

“ Through a variety of practical activities and different learning styles, students better understand the relationship between what they learn in school and their role in the global economy.

Diaconu Maricica, Teacher

“ I recommend it to all the teens who wish to evaluate their leadership potential, creativity, entrepreneurship skills and ability to work in a team. The challenge is to perceive each problem as an opportunity and to use innovation to solve them.

Isabela Vilceanu, Student

“ Schools should take full advantage of JA programmes. There are excellent opportunities for students to find out new things, gain practical abilities and get inspired. For business volunteers, these sessions are a great way to reconnect with young people's energy and pass on their best practices.

Daniel, Business Volunteer

 **JA Europe**
A Member of JA Worldwide®

E- LEARNING MODULE

It's My Future is an e-learning module created as an add-on to the JA It's My Business and linked with its curriculum. The module focuses on entrepreneurs as role models, inspiring a new generation.

This e-learning module is translated and localised in seven countries: Bulgaria, Estonia, Finland, Greece, Romania, Spain and Sweden.

It also includes a detailed teacher guide and an extra activity, "Meeting with an Entrepreneur", that brings local entrepreneurs into the classroom.

This add-on brings extra value to the core programme JA It's My Business by:

- Offering flexible modular blended learning curricula
(to be used in and out of school, both individually and/or in groups)
- Providing advanced learning-by-doing activities
- Introducing local role models via online tools
- Offering flexibility based on the various national curricula

INTERESTED?

Contact us at info@jaeurope.org
www.jaeurope.org



The e-learning was developed through a 3 years project (2015-2018) funded by the European Commission, under the Erasmus+ Programme, Key Action 2: Strategic Partnerships.



Age
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It's My Future An e-learning module

Start

Introduction +
Teacher's Guide

Are you an entrepreneur?

A self assessment of
entrepreneurial skills

Meet an entrepreneur

Presentation of
entrepreneurs - quiz & film

How does one start?

Entrepreneurs' start -
film & questions

Build your entrepreneur

An avatar is built based on the
student's interests and skills

What do you think?

Summary