

WHAT DID YOU DO IN
SCHOOL TODAY?



I STARTED
A BUSINESS



VIRTUAL ENTERPRISES
JUNIOR VENTURES
CAREER ACADEMY

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Supported By



INTRODUCING



The VE-JV Career Academy is a two-year program that enables 7th and 8th graders to develop technology and entrepreneurial skills by starting and managing business ventures. The Career Academy will also engage students in fun and exciting competitions as well as after-school activities that build 21st Century skills in business, communication, and technology.

The VE-JV Career Academy offers a real-world context for learning about business and careers. The classroom is converted into a workplace setting that allows business thinking to flourish. Students also apply and reinforce academic concepts across many subjects.



SUPPORTING ACTIVITIES

- Business pitch competition
- National Online Competitions including Elevator Pitch, Company Branding, Website, Newsletter, and Video Commercial
- Trade show exhibition
- SIFMA Foundation Stock Market Game™
- Mentoring by business partners and high school VE students

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PROGRAM OBJECTIVES

VIRTUAL ENTERPRISES JUNIOR VENTURES CAREER ACADEMY

PROGRAM OBJECTIVES

- 1 To build awareness about a variety of careers and occupations.
- 2 To convey the expectations of the workplace and develop professional behaviors.
- 3 To develop skills in entrepreneurship, problem-solving, decision-making, time management, public speaking, financial literacy, teamwork and technology.
- 4 To connect academic content to real-world projects.
- 5 To enable students to use and interact with technology as applied in business.

7TH GRADE PROGRAM

The VE-JV Career Academy will begin in the 7th grade with a Technology Applications class. Students will work in teams to start a business and use technology to create the projects and materials needed for their new business venture. Projects are designed to develop skills in technology, communications, problem solving, and critical thinking.

Students will use a variety of Microsoft Office and other software tools to produce accounting, financial, marketing, and presentation materials as well as other documents. The class will engage in several competitions and culminate in a business pitch competition.

"I became more confident in myself. I stopped being nervous. I'm able to go on interviews and speak on the spot and make presentations."

**Sara V., CEO, Clear Nation,
William McKinley JHS, Brooklyn, NY**



8TH GRADE PROGRAM

The VE-JV program in the 8th grade will challenge students to collaborate with their class to launch and manage a business. They will be involved in all aspects of running the business, from marketing, sales, and human resources to accounting, finance and IT. Students fill different positions within the company including department managers and a CEO. Running all aspects of a company, VE-JV students learn about business and develop professionalism, self-confidence, teamwork and an entrepreneurial mindset.

The 8th grade program is designed to provide students with hands-on experience in a variety of careers—experience that will enhance their motivation to learn and inform their decisions about future educational and career options.