

INTRODUCING



VIRTUAL ENTERPRISES
JUNIOR VENTURES
CAREER ACADEMY

The VE-JV Career Academy is a two-year program that will enable 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 and summer 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.

Over 90%

OF STUDENTS INDICATED
THEY CAN USE THE SKILLS
LEARNED IN VE FOR COLLEGE
AND FUTURE EMPLOYMENT



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
- Summer business leadership camp for rising eighth graders

veinternational.org/jv

WHAT DID YOU DO IN SCHOOL TODAY?



I STARTED A BUSINESS



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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 and Graphic Arts 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 Adobe software applications to produce accounting, financial, marketing, and presentation materials as well as other documents. The class will engage in several writing competitions and culminate in a business pitch competition.

SUMMER BUSINESS LEADERSHIP CAMP

This one-week experience, hosted at a local college, will provide students with active learning opportunities. Students will be involved in team-building and public-speaking exercises and take part in field trips to corporate offices and a business incubator, where they will hear from and network with industry professionals.

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.