

# JUBILEE ENTREPRENEURSHIP SCHOOL

Jubilee Entrepreneurship School (JES)\* is a cross-cultural business as mission (BAM) training program. Since 2012, JES is committed to developing transformative and faithful Kingdom entrepreneurs around the globe by offering a short-term intensive business school in countries/regions where the students and entrepreneurs are.

## WHY MISSION STATEMENT

To advance the Kingdom of God by sharing essential knowledge and experience in faith-integrated entrepreneurship and fostering community of BAM entrepreneurs.

## HOW MOBILE, INTENSIVE AND TUITION-FREE SCHOOL



- **Mobile:** We offer the school where the need is (for last 8 years, the school was held in 6 different countries). Our most recent location was in Pakistan.
- **Intensive:** The entire training is covered in 1 week or even in an extended weekend.
- **Tuition-Free:** There is no tuition and we are 100% self-funded. All our expenses (lodging, food and transportation) are paid by us.

## WHAT CURRICULUM & SAMPLE TOPICS

The curriculum focuses on hands-on interactive learning. Participating students/teams will work in a team to build, test and polish their own business plans. On the last day, participants will present their business plan in front of the class.

*Covered topics include:*

- **Faith and Business Integration:** Biblical worldview on business and work, Business as worship and stewardship, Balancing growth and social/spiritual impact, Healthy partnership
- **Strategy:** Market analysis (SWOT), market positioning, product/service differentiation
- **Marketing:** Customer segmentation, 4Ps of marketing, customer value proposition
- **Management:** Teamwork and leadership, Governance structure, Human resource management
- **Accounting and Finance:** Basic accounting principles, Breakeven Analysis, Cashflow management
- **Advanced Strategic Planning (2nd year topic):** Balanced Scorecard, Lean Management
- **One-on-one consultation on the existing business:** A review of and advice on the existing operations in the areas of, for example, strategy, marketing, organization, and finance through a company visit



## WHO INSTRUCTORS

As JES instructors are formed on a purely voluntary basis, the composition of the instructors varies each year subject to their schedule and course needs. JES maintains a pool of committed instructors comprising: business school professors based in the USA, Korea and other countries, CEOs of companies and crowdfunding platform, and business professionals working on various industries such as web-design, architecture, development finance institutions, and others.