

A BUSINESS OF OUR OWN

Grades 3-6

Financial Literacy | Entrepreneurship

ABOUT THE PROGRAM



Students explore how they can run a real business that sells products. They'll learn what's involved in selecting products for sale, how to set up a successful sales stand and apply key concepts in entrepreneurship.

Program Length: 2-6 hours

Program Format: In-Class or Online

Supports Curriculum: math, language, social studies

Provided Resources: interactive digital resources, and a physical kit or resources for activities/games*

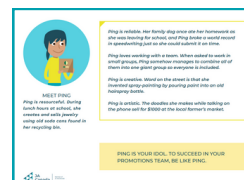
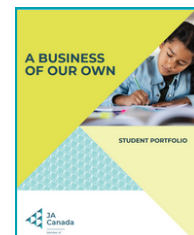
*physical kit for in-class/in-person programs



Sign up

What will students do and learn?

- Discuss what businesses do and use the Business Model Canvas to plan for a business
- Participate in an interactive pen production activity
- Discover possible target markets and types of promotions used when creating a new business
- Work as a team to develop marketing and promotional messaging for their business
- Record simple income and expenses and learn how to set prices for products in a business setting



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Watching 6th graders negotiate, problem solve, and use mirrors, free stickers and dynamic pricing to drive sales... No wonder the products sold out before parents even had a chance to visit the stalls!

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Grade 6 Teacher



How do I access this JA program?

Step 1



Reach out to your local JA office to register your class.

Step 2



Your local JA contact will follow up to coordinate details for teacher-led programs or to coordinate a volunteer to facilitate the program. Volunteer availability may vary by location.

Step 3



Access the online resources for your program on jacampus.org and the physical kit material. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

Access to online resources requires setting up a free JA ID and using a program access code (provided by your local JA office).

Provincial Partner:



Reach out Today!



Contact your local JA office

to register and learn about opportunities in your community.



Visit at janovascotia.ca

to learn about JA program options for student in grades 5-12.

JA programs are available at no cost to educators and participants thanks to our generous supporters.