

BE ENTREPRENEURIAL

Grades 9-12

Entrepreneurship | Work Readiness

ABOUT THE PROGRAM



Students explore what it means to be an entrepreneur by identifying target markets, analyzing competitive advantages, and developing a business plan and strategy.

Program Length: 2-6 hours

Program Format: In-Class or Online

Supports Curriculum: language, social studies, career education

Provided Resources: Classroom presentation, 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?

- Brainstorm the viability of business ideas from real-world scenarios
- Identify methods to increase a business' competitive advantage
- Describe the target market for a potential business idea
- Outline details needed to start building a business plan



“ Our personal brand is a key element in our professional and social life, we must know how to formulate our interests, skills, abilities and values into interesting characteristics. It is with a beautiful sharing with the young people that we have raised their level of knowledge on this subject, which has aroused a lot of interest!

JA 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.