

# 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



Learn More

### 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](https://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).*



**4,000+**

**youth participated in  
this program during  
the 2024-25 year.**

## Reach out Today!



### Contact your local JA office

to register and learn about opportunities in your community.



### Visit at [jacanada.org](https://jacanada.org)

to learn about national JA program options for student in grades 3-12.

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