



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 realworld 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?





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



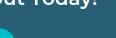
Access the online resources for your program on jacampus.org and the physical kit material. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

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



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

Reach out Today!





Contact your <u>local JA office</u>

to register and learn about opportunities in your community.



Q Visit at 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.