



**JA
British
Columbia**

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JA Canada

**SUCCESS
STARTS
HERE**

Be Entrepreneurial

Teach students to launch businesses, create jobs and drive the Canadian economy!

JA's Be Entrepreneurial program inspires grade 10-12 students to imagine a business venture while still in school. Volunteers from the local business community partner with classroom teachers to ignite students' entrepreneurial spirit and help them create business plans.

Volunteer-Led Programs

- ▶ JA volunteer(s) facilitate the program activities adding their industry knowledge and perspective to the lessons
- ▶ Programs are offered in-class, virtually or live as permitted
- ▶ Teacher manages access and supervises students during the program
- ▶ Timing and duration of program is flexible

Teacher-Led Programs

- ▶ Teachers can facilitate the program activities and lessons directly with their students or monitor their students while they work independently
- ▶ JA will provide support and access to the program resources
- ▶ Teachers can lead the program at their own pace
- ▶ Instructional time is four hours + optional business pitch competition



Key Learning Objectives

After completing the program, students will be prepared to:

- Develop a business plan and strategy for an entrepreneurship venture
- Identify products or services they can take to market
- Determine their competitive advantage and define a target market
- Use resources that are available to help them move forward with their entrepreneurial dreams



This JA program can assist educators and students in achieving curriculum objectives.



I learned to communicate effectively with others and know how to take a leadership role.

— Grade 10, Be Entrepreneurial Student



More Information

- Visit jabc.ca/programs to learn more about our other programs.
- Learn about our free online programs on the [JA Campus](#).