JA British Columbia | Member of JA Canada

Success Starts Here

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: Business Education, English Language, 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 a business idea to respond to a need in the community
- 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
- Prepare and deliver a pitch on their business idea







jabc.org

> Before participating in the Be Entrepreneurial program, I had ideas but no real sense of how to turn them into something meaningful. This program changed that. It broke down the entrepreneurial process in a way that felt practical, inspiring, and surprisingly achievable.
>
> JA Student



How do I access this JA program?

Step 1

Enrol at jabc.org/connect.

Step 2

A JABC team member 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 receive a physical kit mailed directly to your school. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

Access to online resources is provided through shared JA Campus login credentials supplied by your local JA office.

4,000+

youth participated in this program during the 2025-26 year.

****NEW****

Also available as a self-directed online program. Can be completed as independent learning or assigned as a classroom resource. **Create a free login today: jacampus.org.**

Reach Out Today!

Visit jabc.org/programs to learn about JA program options for students in grades 3-12.

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