

JA Be Entrepreneurial Senior

Inspiring students to become Canada's next entrepreneurs



*Grade 9-10 (Business, Career Studies), Coop, SHSM
 Half day program, AM or PM as an on-site field trip*

JA Be Entrepreneurial Senior is an interactive half day program, facilitated by volunteers in collaboration with the classroom teacher, that allow students to learn and identify entrepreneurial concepts, including product, service, competitive advantage and target market. The program gives students an understanding of the important role planning plays in starting a business. Be Entrepreneurial also helps students develop an awareness of resources that are available to entrepreneurs.

Key program outcomes:

- Students examine critical business processes
- Introduction to entrepreneurship and reflections on becoming an entrepreneur
- Entrepreneurial Focus: product or service
- Determining competitive advantage
- Defining a target market
- Developing the business
- Business planning and moving forward with entrepreneurship



Be Entrepreneurial supports the curriculum objectives of a range of subjects including business, career studies, social studies, leadership and co-op programs.

Give Youth the Skills They Need

Why Become a Volunteer?

As a JA volunteer, you'll deliver programs in a local classroom - facilitating critical financial and business knowledge to students. JA provides you with program materials, in-depth training, and support to ensure that everyone has a fun and meaningful experience.

- Enhance your presentation, coaching and team-building skills
- Give back to the community and boost your organization's profile
- Open young minds to their limitless potential

Why Bring JA to your School?

JA programs are taught by volunteers from the local community; this gives students a unique opportunity to learn from community leaders. These volunteers share their personal stories and experiences, which makes the learning engaging and inspirational.

Provide students with an opportunity to:

- Reinforce teamwork and responsible consumerism
- Discover the role of business in our community
- Ignite the entrepreneurial spirit
- Learn from positive role models

For more information contact:

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