

JA Company Program

Supporting student learning and entrepreneurship skills



Grades 9-12

15 week program

Delivered in-class or after-school

JA Company Program inspires high school students to create an enterprise of their own. In 15 weeks, students experience how a small enterprise functions by collaborating with peers and business volunteers to design, organize and operate a real business.

With the support and guidance of teachers and volunteer business advisors from the local business community, JA Company Program will give secondary school students the knowledge needed to organize and operate an actual business enterprise. Students will learn what risks and rewards come with owning a business and how to build positive relationships with the community.

While operating their business, participants will sell shares, produce and market a product or service and appoint a management team that best suits their company. They will also learn to maintain and analyze financial records that will help them establish and monitor production and sales goals during the span of the program.



JA Company Program supports the curriculum objectives of a range of subjects, including mathematics, business, career studies, social studies, leadership and co-op.

Key program outcomes

- Discover the risks and rewards of starting a business
- Systematically solve actual business challenges
- Demonstrate the importance of ethical standards in business
- Foster positive relationships between youth and business communities
- Learn to incorporate and capitalize by selling shares
- Impart understanding of teamwork and responsibility
- Produce and market a product or service
- Gather data, evaluate alternatives and develop a plan
- Make effective sales pitches and presentations



Curriculum Correlations

Course Name	Curriculum outcomes addressed
Introduction to Business (BBI20)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths Learn and apply the functions of business including accounting, marketing, IT, HR, productions, social responsibility Develop a company mission statement
Marketing: Goods, Service, Events (BMI3C)	<ul style="list-style-type: none"> Learn and apply business skills, communication in business, digital strategies for marketing, financial literacy Develop and implement a marketing plan for their Company product
Entrepreneurship (BDI3C and/or BDV4C)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths Develop a business plan
The Enterprising Person (BDP30)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths
Business Management Leadership (BOH4M)	<ul style="list-style-type: none"> Learn and apply business skills, communication in business, digital strategies for marketing, financial literacy Develop and implement a marketing plan for their Company product

Become a Volunteer

As a JA Company volunteer, you'll be paired with other volunteers to support students in their entrepreneurial adventure. JA provides you with program materials, in-depth training, and support to ensure that everyone has a fun and meaningful experience.

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.

For more information, contact:

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