It’s never too early to dream about launching your own business. Entrepreneurs drive the Canadian economy, strengthen communities and create jobs. In fact, entrepreneurs are more than twice as likely as large corporations to hire new staff*.

However, children are often not encouraged to become entrepreneurs. They are often taught that success means “getting a good job” after graduation.

Through JA’s newly updated *A Business of Our Own* program, Grade 6 students put on their entrepreneurial hats and run their own retail business. They learn how to start a business, promote their products, track their finances and manage a team.

The program uses blended learning and game-based technology to engage students and ignite their passion for business. In addition to in-class lessons, budding entrepreneurs are now able to continue their learning at home using JA’s online business simulator.

By the end of the program, students will know how to manage risks and seize business opportunities. This will inspire them to dream big, take on new challenges and think about becoming Canada’s next entrepreneurs.

“I learned that we all have to work together to make a business successful.”

— Grade 6, A Business of Our Own Student
Inspiring and Preparing Young People to Succeed In the Global Economy

JA Canada is the country’s largest youth business education organization. Since 1955, we have inspired and educated more than four million students. Each year, more than 240,000 students across Canada participate in our financial literacy, work readiness and entrepreneurship programs. Through these programs, students gain the knowledge and confidence they need to succeed in school, business and life.

Dedicated volunteers deliver all JA programs. They bring their professional experiences into the classroom to help students connect program concepts with real-life situations. Volunteers use a mix of hands-on activities, discussions and digital learning to engage students and ensure they retain and apply what they learn.

NEW! Bizcraft

JA Canada is pleased to announce the launch of a new online tool to support the learnings from A Business of Our Own. Bizcraft is an online business simulation where students can create a company, choose a product and a target market, then build a business plan to earn as much money as they can. Bizcraft provides students with a series of challenges and goals to expand their understanding of the principles of business.

Become a JA Volunteer

Help Students In Your Community Achieve Their Potential

Dedicated volunteers are at the core of JA Canada’s programs. Last year, more than 11,000 individuals volunteered with JA and helped transform the lives of Canadian youth.

As a JA volunteer, you’ll deliver programs in a local classroom – giving students critical financial and business knowledge. 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

All JA programs are taught by volunteers from your local community. This gives your students a unique opportunity to learn from actual business leaders. These volunteers share their real-life stories and experiences, which makes the learning engaging and memorable. By imparting their knowledge, volunteers give students the confidence, skills and inspiration they need to launch a successful business.

We offer flexible program delivery options, enabling you to fit A Business of Our Own within your curriculum goals and available class time. You can run the program in five, 45-minute in-class sessions; two half-day in-class sessions; or one full-day in-class session through the online simulation technology.

To volunteer to deliver this program or learn about other JA volunteer opportunities, visit:

jacanada.org/volunteers

For more information about A Business of Our Own, visit:

jacanada.org/educators

Related JA Learning Opportunities:

JA TITAN  JA Company Program  JA Be Entrepreneurial

Program availability may vary by location.