

Be Entrepreneurial Curriculum Alignment

Be Entrepreneurial Program Curriculum

Learning Outcomes



By the end of this program, students will be able to:

- Explain what it means to be an entrepreneur
- Determine a business' competitive advantage
- Identify potential demographic groups to define the target market
- Develop a business plan and strategy for an entrepreneurship venture

Objectives by Lesson



Lesson	Objectives
1. Introduction to Be Entrepreneurial	• Recognize the need for product or service vision when starting a business • Differentiate between products and services as they identify the variety of businesses in their community • Identify viable product ideas and contributing factors to help them develop their own small business ideas for their community
2. Determining Competitive Advantage	• Practice identifying strengths and weaknesses to determine Competitive Advantage • Differentiate between products and services as they identify the variety of businesses in their community • Identify viable product ideas and contributing factors to help them develop their own small business ideas for their community
3. Defining a Target Market	• Define the concept of a Target Market • Examine possible customer demographics of a real business • Identify a target market for a potential business to open in a community
4. Moving Forward with Entrepreneurship	• Identify ways businesses react and adapt to market conditions • Explain what research and resources are needed to complete a full business plan • Describe financing options for startups

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Cross Curricular Connections



Cross-curricular learning refers to incorporating overarching perspectives, themes, and skills into teaching and learning across multiple subjects and disciplines of the curriculum. The topics covered in Be Entrepreneurial connect with and can be taught in conjunction with many other areas of learning.

Area of Learning	Topics
Social Studies	Economics, civics, citizenship, social entrepreneurship
Math	Financial literacy, business venture funding, economics
English Language Arts	Communication, presentation skills
French Language	Communication, presentation skills
Skilled Trades	Skilled trades entrepreneurship
Indigenous Education	Indigenous innovation, entrepreneurship and contributions
Science and Technology	Design thinking, product creation, environmental entrepreneurship, sustainability, career exploration in STEM
Socio-Emotional Learning	Critical and creative thinking, problem-solving, resilience, coping with stress and challenges

Extensions



To extend the learning after participating in the Be Entrepreneurial program, students could:

- As a class or in small groups, choose a business plan to put into action as a project. Consider participating in [JA Company Program](#) to organize and operate a real business.
- Develop surveys to collect, analyze and interpret data about target markets.
- Explore career opportunities in entrepreneurship. Consider using resources such as the [JA Virtual Career Exploration Centre](#) or attend a [JA World of Choices](#) event.
- Foster financial literacy skills by developing a budget for business start-up costs.
- Investigate how entrepreneurship can support the United Nations [Sustainable Development Goals \(SDGs\)](#).
- Conduct a research project on a business and develop a presentation to share their research findings product description, market analysis, competitor analysis and research method.

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Assessment



During or after the Be Entrepreneurial program, the program facilitator could:

- Assess student participation or engagement with speaker through observation, discussion and anecdotal notes.
- Use written or oral responses to activities and prompts to assess students' understanding of concepts such as business/venture planning, product/service ideation, competitive advantage, target market, etc.
- Assess communication and collaboration skills during group activities (brainstorming, planning).
- Assess creativity and innovation by observing students as they work together to brainstorm innovative ideas for their business.

Pedagogical Approach



Junior Achievement (JA) uses an **experiential, hands-on** approach to teach students entrepreneurship, financial literacy, and work readiness skills. JA's programs incorporate **real-world learning** and a **community focus** to help students develop the **skillset** and **mindset** they need to succeed in the future.

JA Programs are designed and developed in consultation with educational partners, industry experts, and youth to deliver **engaging** and **relevant** learning experiences aligned with Canadian educational standards.

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ONTARIO

Transferable Skills Alignment



Transferable skills are the skills and attributes that students need in order to thrive in the modern world. By participating in the Be Entrepreneurial program, students develop competencies that build their entrepreneurial mindset and prepare them for work and civic life. Here are some examples of how students can develop transferable skills through JA's Be Entrepreneurial program.

Competencies	Be Entrepreneurial Alignment
Critical Thinking and Problem Solving	Students apply critical thinking and problem-solving while identifying needs in their community and developing an idea for a business solution.
Innovation, Creativity, and Entrepreneurship	Students apply innovative, creative and entrepreneurial thinking to identify a product or service, a target market, competitive advantage and create a basic business plan.
Self-Directed Learning	Students identify strategies and resources for creating a business and for further exploration of entrepreneurship as a career opportunity.
Collaboration	Students practice brainstorming and collaboration through small group and whole class activities.
Communication	Students listen to and exchange ideas, share multiple perspectives, and identify elements of a business plan.
Global Citizenship and Sustainability	Students explore how businesses can contribute to improving communities.
Digital Literacy	Depending on the program delivery format, students could use digital resources to document, share and explore ideas.

Be Entrepreneurial Curriculum Alignment

Ontario Curriculum Alignment



Grade 9

Area of Learning	Subject/Course	Curriculum Alignment/Topic
Business Studies	Building the Entrepreneurial Mindset, Open (BEM10) (2024)	Strand A: Business Leadership, Project Management, and Connections Strand B: The Entrepreneurial Mindset Strand C: Business Communications
Guidance and Career Education	Learning Strategies 1: Skills for Success in Secondary School, Grade 9, Open (GLS10) (GLE10) (2006)	Strand: Exploration of Opportunities
Technological Education	Exploring Technologies, Grade 9, Open (TIJ10) (2009)	Strand D: Professional Practices and Career Opportunities

Grade 10

Area of Learning	Subject/Course	Curriculum Alignment/Topic
Business Studies	Launching and Leading a Business, Open (BEP20) (2024)	Strand A: Business Leadership, Project Management, and Connections Strand B: Economic Foundations Strand C: Entrepreneurship: From Mindset to Venture Strand D: Business Functions
Guidance and Career Education	Career Studies Grade 10, Open (GLC20) (2024)	Strand B: Exploring and Preparing for the World of Work Strand C: Planning and Financial Management to Help Meet Postsecondary Goals
	Discovering the Workplace, Grade 10, Open (GLD20) (2009)	Strand: Exploration of Opportunities Strand: Preparation for Transitions and Change
Technological Education	All courses in Gr 10 Technological Education Studies (2009)	Strand D: Professional Practices and Career Opportunities

Be Entrepreneurial Curriculum Alignment

Grade 11

Area of Learning	Subject/Course	Curriculum Alignment/Topic
Business Studies	Entrepreneurship: The Venture, College (BDI3C) (2006)	Strand: Enterprising People and Entrepreneurs Strand: Ideas and Opportunities for New Ventures Strand: The Benefits of a Venture Plan
	Entrepreneurship: The Enterprising Person, Open (BDP3O) (2006)	Strand: Entrepreneurship and the Enterprising Employee Strand: Enterprising Skills Strand: The Enterprising Experience: Planning and Organizing an Event
	Information and Communication Technology: The Digital Environment, Open (BTA3O) (2006)	Strand: E-business
	Marketing: Goods, Services, Events, College (BMI3C) (2006)	Strand: Marketing Fundamentals Strand: The Marketing Mix
Guidance and Career Education	Designing Your Future, Grade 11, Open (GWL3O) (2009)	Strand: Exploration of Opportunities Strand: Preparation for Transitions and Change
Technological Education	All courses in Gr 11 Technological Education Studies (2009)	Strand D: Professional Practices and Career Opportunities

Be Entrepreneurial Curriculum Alignment

Grade 12

Area of Learning	Subject/Course	Curriculum Alignment/Topix
Business Studies	Entrepreneurship: Venture Planning in an Electronic Age, College (BDV4C) (2006)	Strand: The Venture Concept Strand: Preparing for Start-up Strand: Targeting Customers
Guidance and Career Education	Advanced Learning Strategies: Skills for Success After Secondary School, Grade 12, Open (GLS4O) (GLE4O) (2009)	Strand: Exploration of Opportunities
Technological Education	All courses in Gr 12 Technological Education Studies (2009)	Strand D: Professional Practices and Career Opportunities