

Be Entrepreneurial

Teacher Guide

Purpose

Empowering Canadian youth with an entrepreneurial mindset helps them think creatively, take initiative, and build real-world problem-solving skills, giving students the tools to shape their future and thrive in a fast-changing world.



Did you know? Small businesses are a big deal in Canada. About 99.8% of businesses are small and medium-sized enterprises with fewer than 500 employees. They drive growth and jobs, making their success essential for Canada's economy. (Innovation, Science and Economic Development Canada, 2023).

Overview

By the end of this program, students will be able to **develop a business idea** to **respond to a need** in the community by applying **business planning strategies** and an **entrepreneurial mindset**.

Pedagogical Approach

In this **digital learning experience**, students play the role of a business consultant. Their role is to guide an avatar named Sam through a series of **interactive scenarios**, helping her make real-world entrepreneurial decisions, avoid common mistakes and develop a successful business plan. The program features realistic scenarios faced by young entrepreneurs and showcases real Canadian businesses and entrepreneurs.

Format

The **self-directed program** is designed for students to **complete independently** online. Alternatively, you can **facilitate the modules in class** by following the provided lesson plans. The program consists of 4 modules (20-25 min each), with optional extension activities.

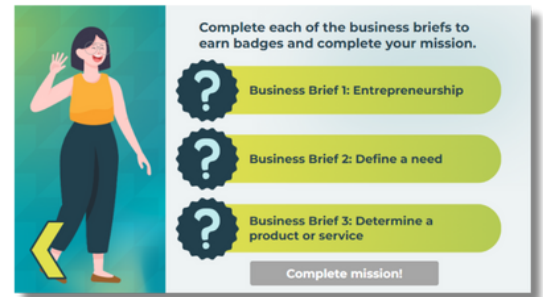
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Module Structure

Each module follows the same structure:

- Introduction
- 3 Business Briefs: Each business brief begins with an introduction to the key learning topic(s).
- Entrepreneur Spotlight: A Canadian entrepreneur is featured as an example of the topic.
- Scenario: The student applies the knowledge or skill by answering a series of questions or completing an activity.
- Badge: At the end of each Business Brief, students receive an Entrepreneurial Mindset badge.
- Conclusion



Entrepreneurial Mindset Badges

An Entrepreneurial Mindset is a way of thinking that involves recognizing opportunities, solving problems creatively, taking initiative and learning from experience, while staying resilient, adapting to change, and viewing challenges and setbacks as opportunities for growth.



Module	Title	Badges
1	Introduction to Be Entrepreneurial	Identifying opportunities, critical thinking, creativity
2	Competitive Advantage	Problem solving, identifying opportunities, communication
3	Target Market	Critical thinking, communication, creativity
4	Moving Forward With Entrepreneurship	Financial Literacy, community impact, problem solving

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Teacher Resources

- **Teacher Guide:** This teacher guide can be used to help facilitate the modules or extend the learning.
- **Teacher Dashboard Report:** The Teacher Dashboard on JA Campus allows you to track which modules your students have completed.

Students	Progress	Module 1: Introduction to Be Entrepreneurial	Module 2: Competitive Advantage	Module 3: Target Market	Module 4: Moving Forward With Entrepreneurship
Student 1	0%	☐	☐	☐	☐
Student 2	0%	☐	☐	☐	☐
Student 3	25%	☒	☐	☐	☐
Student 4	50%	☒	☒	☐	☐
Student 5	0%	☐	☐	☐	☐

Optional Activity

- A **Student Business Planning Workbook** is available for download in the JA Campus course.
- After completing each module or the entire program, you can extend the learning by asking students to conduct their own business planning.



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Curriculum Connections



The content in the Be Entrepreneurial Self-Directed program aligns with:

- Business Studies, Entrepreneurship, Career Education, Design Thinking, Transferable Skills/Global Competencies

Assessment Activities



- Track student progress using the Teacher Dashboard on JA Campus.
- Collect Student Business Planning Workbook (via email/online Dropbox/Google Classroom or print if in-person).
- Anecdotal observation (via observation and discussion with students).



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Module 1: Introduction to Be Entrepreneurial

Duration: Module 20-25 min or full lesson plan 60 min

Learning Objective

- Identify a product or service for a business that responds to a need in the community.

Key Topics

- Define entrepreneurship and entrepreneurial mindset.
- Identify how personal interests and strengths can lead to business ideas.
- Apply design thinking to define a need in the community.
- Determine a product or service to respond to the need.

Entrepreneurial competencies: Identifying opportunities, critical thinking, creativity

Content

Business Brief 1: Entrepreneurship

- Scenario 1: Could I be an entrepreneur? – Students help Sam define the skills and attitudes of an entrepreneurial mindset.
- Scenario 2: What can I offer? – Students help Sam identify how her skills and interests can support starting an entrepreneurial venture.

Business Brief 2: Define a need

- Scenario 1: My community – Students help Sam observe trends and habits of students in her community in order to empathize with their needs.
- Scenario 2: Define a need – Students help Sam survey students in her school to define a business need.

Business Brief 3: Determine a product or service

- Scenario 1: Sam's brainstorm – Students help Sam brainstorm ideas for a potential business product or service.
- Scenario 2: Sam's big idea – Students help analyze her ideas and select the one most likely to turn into a successful business.



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Module 1: Introduction to Be Entrepreneurial

Lesson Plan

Activate prior knowledge (3 min)

- Ask students if they know anyone who owns or works for a small business. Ask them to explain what the business is (product or service).

Introduction and set-up (5 min)

- Introduce the Be Entrepreneurial program to students.
- Distribute login information to the program on JA Campus.
- Ask students to login on their devices and go to Module 1.
- **The best viewing experience is on laptop/tablet.*



Module (20-25 min)

- Students complete Module 1.
- Facilitation tip: Students could complete the module independently or in pairs. If teaching in-person, circulate throughout the class to assist students as necessary.

Optional Activity (15 min)

- Independently, in pairs or small groups, students identify a need in their community and brainstorm a product or service.
- Students can document their ideas on the Student Business Planning Workbook (downloadable and fillable PDF).

Wrap up (5 min)

- **A) Learning module only:** Use exit tickets. Have students write down one thing they learned and one question they still have in order to gauge their understanding and identify areas that may need further clarification.
- **B) Learning modules and optional activity:** Facilitate a group discussion. Ask students to share the identified need and their business solutions.

Extension Activity (Optional)

- Research a Canadian or Indigenous company to find out how it was founded (career exploration, contributions of Canadian/Indigenous entrepreneurs).

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Module 2: Competitive Advantage

**Duration: Module 20-25 min or
full lesson plan 60 min**

Learning Objective

- Determine the competitive advantage of a business by analyzing its strengths and weaknesses and by comparing it to other businesses in the community.

Key Topics

- Identify a business' strengths and weaknesses.
- Prototyping and problem solving.
- Identify competitors and discover competitive advantage.
- Use competitive advantage to promote a business.

Entrepreneurial competencies: Problem solving, identifying opportunities, communication

Content

Business Brief 1: Strengths and Weaknesses

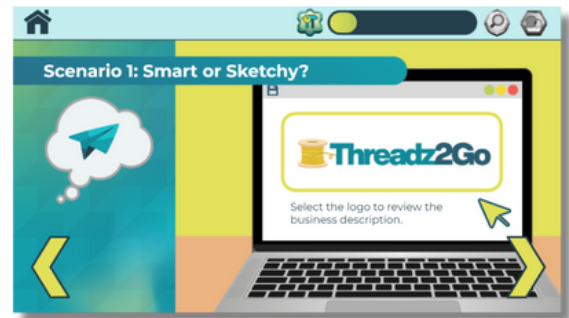
- Scenario 1 – Smart or Sketchy? – Students help Sam identify the strengths and weaknesses of her business.

Business Brief 2: Competitive Advantage

- Scenario 1: Who Are My Competitors? – Students help Sam identify local competitors in the community.
- Scenario 2: What is Threadz2Go's Advantage – Students help Sam determine her business' competitive advantage.

Business Brief 3: Pitch and Promote

- Scenario 1: Pitch Competition – Students help Sam craft a winning pitch to promote her business.



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Module 2: Competitive Advantage

Lesson Plan

Activate prior knowledge (3 min)

- Create a **mind-map**. Brainstorm what makes a business or product stand out from others.

Set-up (5 min)

- Distribute login information to the program on JA Campus.
- Ask students to login on their devices and go to Module 2.

Module (20-25 min)

- Students complete Module 2.
- Facilitation tip: Students could complete the module independently or in pairs. If teaching in-person, circulate throughout the class to assist students as necessary.

Optional Activity (15 min)

- Independently, in pairs or small groups, students continue with their business planning. They identify competitors in the community, analyze strengths and weaknesses, and determine their competitive advantage.
- Students can document their ideas on the Student Business Planning Workbook (downloadable and fillable PDF).

Wrap up (5 min)

- **A) Learning module only:** Give a short scenario: “Two coffee shops open across the street from each other. What could make one more successful?” Students write or share 2–3 factors.
- **B) Learning modules and optional activity:** Facilitate a group discussion. Ask students to share the competitive advantage of their business.

Extension Activities (Optional)

- Create a Strengths and Weaknesses comparison chart between local competitors and students’ business idea.
- Create a pitch for their business idea.

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Module 3: Target Market

**Duration: Module 20-25 min or
full lesson plan 60 min**

Learning Objective

- Examine target market to improve a business idea by identifying the specific needs and preferences of customers.



Key Topics

- Define target market.
- Explain how customer research can inform the design thinking process.
- Determine the needs and preferences of a target market.
- Assess and improve a business idea based on customer research.

Entrepreneurial competencies: Critical thinking, communication, creativity

Content

Business Brief 1: Target Market

- Scenario 1: Defining Target Market – Students help Sam define some characteristics of her target market.

Business Brief 2: Customer Research

- Scenario 1: Customer Research – Students help Sam select appropriate strategies for conducting customer research.

Business Brief 3: Assess and Improve

- Scenario 1: Make it Better! – Students help Sam assess and improve her online store based on customer research.

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Module 3: Target Market



Lesson Plan

Activate prior knowledge (3 min)

- Discussion question. Ask students to share an example of an advertisement that recently caught their attention. Why did they find it interesting?
- Explain that if they felt like an ad was speaking to them, that means the company probably understands its target market.

Set-up (5 min)

- Distribute login information to the program on JA Campus.
- Ask students to login on their devices and go to Module 3.

Module (20-25 min)

- Students complete Module 3.
- Facilitation tip: Students could complete the module independently or in pairs. If teaching in-person, circulate throughout the class to assist students as necessary.

Optional Activity (15 min)

- Independently, in pairs or small groups, students continue with their business planning. They identify their target market and determine any information they may need to research.
- Students can document their ideas on the Student Business Planning Worksheet (downloadable and fillable PDF).

Wrap up (5 min)

- **A) Learning module only:** Ask students to explain in one sentence why knowing your target market matters.
- **B) Learning modules and optional activity:** Discussion question. Ask students to share the target market for their business and a few characteristics. What information are they missing?

Extension Activities

- Create and conduct a survey of the target market (data collection).
- Adapt their business pitch for different target markets (e.g., how would you explain your business to teens? Teachers? Parents? Young children?).

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Module 4: Moving Forward with Entrepreneurship

Duration: Module 20-25 min or
full lesson plan 60 min

Learning Objective

- Develop a business by applying strategies for financial planning, responsible decision-making, and market adaptation.



Key Topics

- Identify business start-up costs and financing options.
- Assess potential social, environmental and ethical impacts of a business.
- How businesses react and adapt to market conditions.

Entrepreneurial competencies: Financial Literacy, community impact, problem solving

Content

Business Brief 1: Financial Planning

- Scenario 1: Money Matters! – Students help Sam figure out her start-up costs and identify some options for financing her business.

Business Brief 2: Community Impact

- Scenario 1: Responsible Decision-Making – Students help Sam assess some of the impacts of her business and help her make responsible business decisions.

Business Brief 3: React and Adapt

- Scenario 1: What's Next for Threadz2Go? – Students help Sam identify how she can adapt her business to the changing market conditions.

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Module 4: Moving Forward with Entrepreneurship

Lesson Plan

Activate prior knowledge (3 min)

- In the past 3 modules, students have created a business idea, identified competitive advantage and defined a target market. Ask students, “What other elements might you need to plan in order for your business to be successful?”

Set-up (5 min)

- Distribute login information to the program on JA Campus.
- Ask students to login on their devices and go to Module 4.

Module (20-25 min)

- Students complete Module 4.
- Facilitation tip: Students could complete the module independently or in pairs. If teaching in-person, circulate throughout the class to assist students as necessary.

Optional Activity (15 min)

- Independently, in pairs or small groups, students continue with their business planning. They identify start-up costs and potential options for financing. They can also brainstorm potential ideas for how to incorporate socially responsible practices in their business.
- Students can document their ideas on the Student Business Planning Worksheet (downloadable and fillable PDF).

Wrap up (5 min)

- **A) Learning module only:** Ask students to share one thing they learned and one question they still have.
- **B) Learning modules and optional activity:** Ask students to identify what further planning they would need to do if they wanted to continue developing their business.

Extension Activity (Optional)

- Research a local, Canadian or Indigenous business.
- Assess social, economic, environmental and ethical impacts of the venture.



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Share Your Feedback

We value your support in helping us measure the success of our program. Please encourage your students to complete the short **Student Program Survey** available on the course page. Their feedback supports us in measuring learning outcomes and improving program effectiveness to ensure we continue delivering meaningful learning experiences.



References and Credits

The Be Entrepreneurial Self-Directed program content was adapted from the JA Be Entrepreneurial Classroom program. Module-specific references and credits are available in the Resource Tab of each module on JA Campus.

References

Innovation, Science and Economic Development Canada. (2024, February 2). Key Small Business Statistics 2023. <https://ised-isde.canada.ca/site/sme-research-statistics/en/key-small-business-statistics/key-small-business-statistics-2023#s1>

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Additional Learning Opportunities

Interested in additional learning? [JA Campus](#) has a variety of learning opportunities available! All JA learning experiences are offered free of cost.



For learning related to the concepts covered in this series, you may be interested in JA Company Program, Webinar Series: Skills for Success, or Post-Secondary Questions Modules.

JA Supported Program

This hands-on experience equips students with essential entrepreneurial skills—from ideation and product development to marketing and financial management. Students co-create and operate a small business as they gain experience with each step of the business cycle.

Company Program Grades 9-12



[Go to program](#)



Open-Access Learning Experiences

Our open-access learning experiences run 30 minutes or less with no login required.

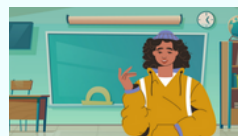
Webinars: Skills for Success Grades 9-12



[Go to the webinars](#)



Post-Secondary Questions Grades 9-12



[Go to the modules](#)

