JA Business Basics

Business Basics Our Business World is a dynamic one-day program that introduces Grade 5 students to the fundamentals of starting a business. Through the consideration of four key business concepts, students develop an understanding of how a business is run.

Four Central Lessons

ORGANIZATION
- Identify resources needed to start a business
- Contrast different forms of business organization and ownership

MANAGEMENT
- Consider the responsibilities of business managers, including decision-making and the hiring of employees
- Identify the skills and attributes of successful job applicants; conduct mock job interviews

PRODUCTION
- Assemble pens using unit production and mass production processes
- Assess the merits of each production method
- Consider how management decisions affect production

MARKETING
- Become a smart consumer by identifying effective marketing and sales strategies
- Create advertisements for print, radio or television

Business Basics lessons have been created to link to current in-school curriculum and have been developed in such a way that the students are able to enjoy a hands-on, activity based program that increases retention and makes learning fun.

Everyone benefits!

THE STUDENTS
- Reinforces team-building skills as students work in small groups
- Develops an appreciation of the roles of small business in the community
- Encourages “Smart consumerism” by education youth about marketing and sales strategies
- Provides access to positive role models who can help explore future opportunities

THE VOLUNTEERS
- Develops leadership, presentation and facilitation skills in a friendly environment
- Enhances their organization’s profile in the community
- Provides positive role models for youth
- It’s FUN!

Contact Us:

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PROUD TO PARTNER WITH JA CANADA