

JA Company Program

Session Descriptions	Social Studies and Financial Literacy Standards	Work Readiness Standards	Common Core ELA
<p>Meeting One: Start a Business</p> <p>Students are introduced to the JA Company Program experience, explore ways to raise capital for their business venture, and analyze their personal strengths to help inform their individual roles in their company project.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Identify the JA Company Program overall objectives by reviewing the major milestones. • Describe the importance of setting goals and developing a vision as first steps toward entrepreneurial success. • Identify the roles and associated skill sets that are integral in a company structure. Assess personal strengths against the designated company roles to determine a potential business role. • Identify different means by which to raise capital for a start-up business. • Differentiate between facts and myths about entrepreneurs. • Reflect on personal and professional vision and set some immediate goals for becoming an entrepreneur. 	<p>FL.I. 1. People choose jobs or careers for which they are qualified based on the income they expect to earn and the benefits, such as health insurance coverage or a retirement plan, that they expect to receive.</p> <p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 1</p> <p>1.1 Identifies reasons people work.</p> <p>1.2 Describes the relationship between jobs, careers, family life, and leisure activities.</p> <p>1.3 Completes a self-inventory of skills, experience, education, work preferences, abilities, and values using technological and</p> <p>1.5 Identifies the knowledge and skills required for a variety of careers of interest to the student.</p> <p>1.6 Compares occupations based on entry-level requirements and skills associated with employment.</p>	<p>Grades 9–10 RI.9-10 2,,4,6,7,10 SL.9-10.1-3 L.9-10.1,2,4,5,6</p> <p>Grades 11–12 RI.11-12. 2,,4,6,7,10 SL.11-12. 1-3 L.11-12.1,2,4,5,6</p>
<p>Meeting Two: Solve a Customer’s Problem</p> <p>Students use creative problem solving to brainstorm ideas for a business service/product, with the goal of identifying their top choices to research.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Describe how brainstorming several ideas and then picking the best option will lead to creative problem solving. • Describe the Design Thinking model and the steps involved in the process. • Describe the advantages of applying the Design Thinking model to new ideas or problem solving. • Describe the Empathize, Define, and Ideate steps in the Design Thinking model. • Apply the Empathize, Define, and Ideate steps of the Design Thinking model to identify a customer need and some plausible solutions. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 6</p> <p>6.8 Identify, understand, and solve workplace problems.</p> <p>STANDARD 8</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients;</p>	<p>Grades 9–10 RI.9-10 2,4,7,10 W. 9-10 4 SL.9-10.1-5 L.9-10.1,2,4,5,6</p> <p>Grades 11–12 RI.11-12 2,,4,6,7,10 W.11-12 4 SL11-12.1-3 L.11-12.1-2</p>

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<p>Meeting Three: Evaluate the Options</p> <p>Students apply their personal entrepreneurial skills while exploring good decision making and vetting the viability of a venture, using a SWOT analysis tool to narrow their decision on their company’s final product idea.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain why innovation is an integral factor for a company’s health and growth. • Explain how failure leads to success and how using a growth mindset can provide the appropriate perspective in challenging situations. • Define the entrepreneurial mindset. • Describe the key characteristics that a successful entrepreneur embodies. • Explain the uses and benefits of a SWOT analysis for a start-up venture. • Apply a SWOT analysis to each product/service the company is considering. • Define the terms pivot and persevere related to business venture startups. • Use data to make informed decisions about the direction of the business. • Execute a final decision about whether to proceed with the team’s chosen product/service using data-informed decision making. • Demonstrate that entrepreneurs have accountability by completing a Product Approval application to submit to JA. 	<p>SS E 2 (9-12)– 1</p> <p>Students demonstrate an understanding of the variety of ways producers and consumers exchange goods and services by...</p> <p>a. analyzing the role of income, price, competition, profit, property rights, and specialization in the economy.</p> <p>b. analyzing the roles of supply and demand in an economy.</p> <p>c. analyzing local, regional, national, and global markets for goods and services.</p> <p>SS E 2 (9-12) – 2</p> <p>Students analyze how Innovations and technology affects the exchange of goods and services by...</p> <p>a. investigating and synthesizing the role of technology in solving and/or creating economic issues of the past and present.</p>	<p>STANDARD 8</p> <p>6.2 Interprets general work-related vocabulary.</p> <p>6.3 Demonstrates the ability to apply or transfer skills learned in one job situation to another.</p> <p>6.4 Interprets job-related signs</p> <p>6.5 Recognizes job responsibilities.</p> <p>6.6 Reacts appropriately to constructive criticism.</p> <p>STANDARD 9</p> <p>9.1 Has willingness to try or complete work by accepting assigned responsibilities with a positive attitude.</p> <p>9.2 Demonstrates responsibilities by completing simple one, two, or multi step tasks;</p>	<p>Grades 9–10 RI.9-10 2,4,5,6,10 W.9-10 4,6,7,8,9,10 SL.9-10.1-4 L.9-10.1-6</p> <p>Grades 11–12 RI.11-12. 2,,4,6,10 W.11-12 4,6,7,8,9,10 SL.11-12. 1-4 L.11-12.1-6</p>

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<p>Meeting Four: Create a Structure</p> <p>Students initiate the company’s structure by establishing roles, commence planning within business teams, and finalize capitalization decisions.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Explain the five functional roles of the company and the essential responsibilities of each role. • Relate the sections of the Business Snapshot with the business planning information necessary to identify for a start-up company. • Evaluate personal strengths aligned to each role and select team members for business teams. • Evaluate the different means for raising capital and select an option for the company’s start-up venture. • Identify essential tasks for different roles in the startup by drafting Business Team task lists for each functional role. • Discuss collaboration and communication strategies within and between business teams. 	<p>FL.II 1. Consumer decisions are influenced by the price of a good or service, the price of alternatives, and the consumer’s income as well as his or her preference.</p>	<p>STANDARD 8</p> <p>The student demonstrates ability to effectively interact and respect coworkers.</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients.</p>	<p>Grades 9–10 RI.9-10 2,4,5,6,10 W.9-10 4,6,7,8,9,10 SL.9-10.1-4 L.9-10.1-6</p> <p>Grades 11–12 RI.11-12. 2,4,6,10 W.11-12 4,6,7,8,9,10 SL.11-12. 1-4 L.11-12.1-6</p>
<p>Meeting Five: Launch the Business</p> <p>Students explore corporate leadership roles and responsibilities, evaluate personal leadership skills, and elect leaders for the business venture. Then, they organize their business teams, start deep dives into business team roles, and complete work on the Business Snapshot and Company Charter.</p> <p>Students will:</p> <ul style="list-style-type: none"> • Evaluate different leadership styles and the most positive leadership influence for companies in different situations. • Assess personal leadership styles and reflect on what considerations might be important in decision making as a leader of a start-up company. • Describe the significance of accountability as an entrepreneur and a student as it relates to a company venture and JA experience. • Evaluate the different leader candidates, and elect people for the company leadership positions. • Demonstrate basic business planning by completing the Business Snapshot which outlines all the key elements to launch a business. • Express the legal and social need for a company’s guiding principles by developing and agreeing to a company charter. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 8</p> <p>The student demonstrates ability to effectively interact and respect coworkers.</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients.</p> <p>8.3 Develops a working relationship with co-workers.</p> <p>STANDARD 9</p> <p>The student demonstrates work skills in a workplace environment.</p> <p>9.1 Has willingness to try or complete work by accepting assigned responsibilities</p> <p>9.2 Demonstrates responsibilities by completing simple one, two, or multi step tasks.</p> <p>9.3 Works well with and without supervision for a determined amount of time;</p>	<p>Grades 9-10 RI.9-10.1,2,4,10 W.9-10.2 W.9-10.4-6 SL.9-10.1,3,4,5,6 L.9-10.1-6</p> <p>Grades 11-12 RI.11-12.1 RI.11-12.4 W.11-12.2-7 SL.11-12.1-2 L.11-12.1-2 L.11-12.6</p>

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<p>Topic: Finances (Self-Guided) Students learn how the finance department is a vital part of an organization and review the characteristics that contribute to a strong finance team</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the importance of finance in a company. Explain the primary tasks and responsibilities of the finance team to understand this team's role in company operations. 	<p>FL.II. 5. A budget includes fixed and variable expenses, as well as income, savings, and taxes.</p>	<p>STANDARD 7</p> <p>The student is made aware of and/or utilizes common workplace technology.</p> <p>7.1 Identifies common tools, equipment, machines, and materials required for one's job;</p>	<p>Grades 9-10 RI.9-10.1 W.9-10.4-7 SL.9-10.1-2 SL.9-10.4-6 L.9-10.1-2 L.9-10.4</p> <p>Grades 11-12 RI.11-12.1 RI.11-12.4 W.11-12.2,4 W.11-12.5-6 SL.11-12.1-2 SL.11-12.1-2 L.11-12.1 L.11-12.6</p>
<p>Topic: Leadership and Management (Self-Guided)</p> <p>Students review the concept of leadership and how leaders guide organizations, discover the characteristics that foster strong leadership skills, and identify the primary responsibilities of this business role in the JA Company Program.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the importance of leadership and management in a company. Explain the primary tasks and responsibilities of the Leadership and Management team to understand this team's role in company operations. 	<p>NA</p>	<p>STANDARD 9</p> <p>The student demonstrates work skills in a workplace environment.</p> <p>9.1 Has willingness to try or complete work by accepting assigned responsibilities with a positive attitude.</p> <p>9.2 Demonstrates responsibilities by completing simple one, two, or multi step tasks.</p> <p>9.3 Works well with and without supervision for a determined amount of time;</p>	<p>Grades 9-10 RI.9-10.1-2 RI.9-10.4,10 SL.9-10.1-2 L.9-10.1-2 L.9-10.4</p> <p>Grades 11-12 RI.11-12.2,4,10 SL.11-12.1-2 L.11-12.1-6</p>
<p>Topic: Marketing (Self-Guided)</p> <p>Students learn how marketing connects the company with the customer and is really the way that a company communicates with customers and other businesses. They learn the four Ps of the marketing mix and the primary responsibilities of the Marketing team during the JA Company Program.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the importance of marketing in a company Explain the primary tasks and responsibilities of the Marketing team to understand this team's role in company operations. 	<p>FL.II.1. Consumer decisions are influenced by the price of a good or service, the price of alternatives, and the consumer's income as well as his or her preference.</p> <p>FL II. 4. Consumers may be influenced by how the price of a good is expressed.</p>	<p>STANDARD 8</p> <p>The student demonstrates ability to effectively interact and respect coworkers.</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients;</p>	<p>Grades 9-10 RI.9-10.2,4,7,10 W.9-10.2,4,5,6,7,8,10 SL.9-10.1-6 L.9-10.1-6</p> <p>Grades 11-12 RI.11-12.2,4,7,10 W.11-12.2 W.11-12.4-8 SL.11-12.1-6 L.11-12.1-6</p>

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<p>Topic: Sales (Self-Guided)</p> <p>Students learn how sales teams are vital to an organization and discover the primary responsibilities of the Sales team for the JA Company Program and learn tips for sales success.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the importance of sales in a company Explain the primary tasks and responsibilities of the Sales team to understand this team's role in company operations. 	<p>FL.II. 4. Consumers may be influenced by how the price of a good is expressed.</p>	<p>STANDARD 8</p> <p>The student demonstrates ability to effectively interact and respect coworkers.</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients;</p>	<p>Grades 9-10 RI.9-10.2,4,5,6,10 SL.9-10.1-6 L.9-10.1-6</p> <p>Grades 11-12 RI.11-12.2,4,6,10 SL.11-12.1-6 L.11-12.1-6</p>
<p>Topic: Supply Chain Workflow (Self-Guided)</p> <p>Students learn that a supply chain is the network established to gather components, manufacture a product, and distribute that product to consumers. responsibilities.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the function of a supply chain and the purpose of each link in the supply chain as it relates to company operations. 	<p>FL.II. 2. When people consume goods and services, their consumption can have positive and negative effects on others.</p>	<p>STANDARD 8</p> <p>The student demonstrates ability to effectively interact and respect coworkers.</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients;</p>	<p>Grades 9-10 RI.9-10.1.2,4,7,10 W.9-10. 4,7 SL.9-10.1-6 L.9-10.1,4,6</p> <p>Grades 11-12 RI.11-12.1,2,4,7,10 W.11-12. 4,7,10 SL.11-12.1-6 L.11-12.1-4 L.11-12.6</p>
<p>Business Operations Over the course of several meetings, students launch their business, work in their business teams to run the business, and share weekly progress with Leadership. They have access to self-guided content to support their specific roles.</p> <p>Students will:</p> <ul style="list-style-type: none"> Explain the five functional roles of the company and the essential responsibilities of each role. Describe the steps involved in a company status update report. Present status updates from each business team of the company. Identify the purpose of each element of the Finance Workbook and when each will be used in company operations. Establish a functional startup through completing tasks related to the management and running of their company. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 8</p> <p>8.1 Interacts in an appropriate manner with co-workers.</p> <p>8.2 Demonstrates effective communication skills in working with customers and clients.</p> <p>8.3 Develops a working relationship with co-workers.</p> <p>STANDARD 9</p> <p>The student demonstrates work skills in a workplace environment.</p> <p>9.1 Has willingness to try or complete work by accepting assigned responsibilities with a positive attitude.</p> <p>9.2 Demonstrates responsibilities by completing simple one, two, or multi step tasks.</p> <p>9.3 Works well with and without supervision for a determined amount of time;</p>	<p>Grades 9-10 RI.9-10.2,4,6,10 W.9-10.2,4,8-10 SL.9-10.1-6 L.9-10.1-6</p> <p>Grades 11-12 RI.11-12.2,4,6,7,10 W.11-12.2,4,8,10 SL.11-12.1-6 L.11-12.1-6</p>

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<p>Meeting Twelve: Liquidate the Company</p> <p>Students finalize their company’s operations, initiate the steps necessary to liquidate their company’s assets, and complete the steps to close out their company.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the liquidation process for the company and the associated tasks. Demonstrate the liquidation process of a business by executing the tasks to complete the student company. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 9</p> <p>The student demonstrates work skills in a workplace environment.</p> <p>9.1 Has willingness to try or complete work by accepting assigned responsibilities with a positive attitude.</p> <p>9.2 Demonstrates responsibilities by completing simple one, two, or multi step tasks.</p> <p>9.3 Works well with and without supervision for a determined amount of time;</p>	<p>Grades 9-10 RI.9-10.2,4,7,10 SL.9-10.1-4 L.9-10.1-4</p> <p>Grades 11-12 RI.11-12.2,4,10 SL.11-12.1-4 L.11-12.1-4</p>
<p>Meeting Thirteen:</p> <p>Create a Personal Plan of Action</p> <p>Students recognize the necessity of networking as an entrepreneur and work on a personal action plan to develop their personal network and to refine their entrepreneurial skills.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe the importance of networking related to your business and overall entrepreneurial success. Execute an introductory plan to initiate networking by determining immediate people and organizations you can connect with. Execute a personal action plan to detail the next steps you will take in your entrepreneurial journey. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 1.</p> <p>1.2 Describes the relationship between jobs, careers, family life, and leisure activities.</p> <p>1.4 Develops a career plan for future career options to include job preferences, training requirements, business plan for entrepreneurial options, and tasks/responsibilities;</p>	<p>Grades 9-10 RI.9-10. 2,4,6,7,10 W.9-10. 4,6 SL.9-10 .1-2 L.9-10. 1-4,6</p> <p>Grades 11-12 RI.11-12. 2,4,6,7,10 SL.11-12.1-2 L.11-12.1-4,6</p>
<p>Meeting Fourteen:</p> <p>Develop an Annual Report (Optional)</p> <p>During this optional meeting, students create an annual report as a summary of their student company experience.</p> <p>Students will:</p> <ul style="list-style-type: none"> Describe an annual report and its purpose. Develop a summary annual report project to complete the business venture experience. 	<p>FL.I. 8. Entrepreneurs take the risk of starting a business because they expect to earn profits as their reward, despite the fact that many new businesses can and do fail. Some entrepreneurs gain satisfaction from working for themselves.</p>	<p>STANDARD 6</p> <p>The student demonstrates understanding of concepts and materials related to job training, performance, retention, promotion, and changes.</p>	<p>Grades 9-10 RI.9-10. 2,4,6,10 W.9-10. 2,4-10 SL.9-10 .1-2, 4-6 L.9-10. 1-6</p> <p>Grades 11-12 RI.11-12. 2,4,6,10 W.11-12. 2, 4-10 SL.11-12.1-2,4-6 L.11-12.1-6</p>