

# JA Company Program – Blended

Session Details	AK CTE Entrepreneurship Standards	Common Core ELA	Literacy in History Social Studies
<p><b>Meeting One: Start a Business</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Identify what they will be doing in JA Company Program.</li> <li>▪ Share important information about prior knowledge, beliefs, and attitudes.</li> <li>▪ Build relationships with others in their group.</li> <li>▪ Determine entrepreneurial traits and choose a business team.</li> <li>▪ Explore potential ways to fund their venture.</li> </ul>	<p>2.) Describe typical behavioral characteristics of an effective entrepreneur.</p>	<p><b>Grades 9-10</b>            RI.9-10.1-2            RI.9-10.4            W.9-10.6            SL.9-10.1-2            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.6            SL.11-12.1-2,            SL.11-12.4            L.11-12.1-2            L.11-12.6</p>	
<p><b>Meeting Two: Fill a Need</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Collaborate as a group to decide on the product or service that the Company will sell.</li> <li>▪ Narrow the list of potential business ideas by answering critical questions about each one.</li> </ul>	<p>1.) Evaluate social and civil responsibilities of business ownership.</p> <p>3.) Critique a variety of business classifications, including retailers, wholesalers, services, and manufacturers, to determine potential business ventures.</p>	<p><b>Grades 9-10</b>            RI.9-10.1            RI.9-10.4            W.9-10.4            W.9-10.6-7            SL.9-10.1-2            SL.9-10.4-5            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.6            SL.11-12.1-2,            SL.11-12.4            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.4            RH.6</p> <p><b>Grades 11-12</b>            RH.1            RH.4            RH.6</p>
<p><b>Meeting Three: Vet the Venture</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Conduct research on top business ideas.</li> <li>▪ Decide which product or service idea to move forward with.</li> <li>▪ Submit the product idea for approval.</li> </ul>	<p>4.) Compare types of business ownership.</p>	<p><b>Grades 9-10</b>            RI.9-10.1            W.9-10.4            W.9-10.6-7            SL.9-10.1-3            L.9-10.1-2</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.4            W.11-12.6-7            SL.11-12.1-2            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.4</p> <p><b>Grades 11-12</b>            RH.1            RH.4</p>

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<p><b>Meeting Four: Create a Structure</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Form and select Business Teams.</li> <li>▪ Collaborate in Business Teams to determine leadership, conduct research, and assign tasks in order to launch the business.</li> <li>▪ Work individually or with other Company members to conduct research and complete tasks in order to launch the business.</li> </ul>	<p>.5.) Determine technological needs of a small business, including hardware, software, networking, and telecommunications.</p>	<p><b>Grades 9-10</b>            RI.9-10.1-2            W.9-10.2,4            W.9-10.6-7            SL.9-10.1-3            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.4            W.11-12.6-7            SL.11-12.1-2            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            whST.2.            whST.4            whST.5            whST.6</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2.            whST.4            whST.5            whST.6</p>
<p><b>Meeting Five: Launch the Business</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Engage in business communication and implementation.</li> <li>▪ Research business processes, and integrate information across all teams.</li> <li>▪ Apply the concept of accountability to practices in the Company.</li> <li>▪ Complete a business plan.</li> </ul>	<p>8.) Develop a business plan, including identifying an executive summary; conducting a marketing and competitive analysis report; and developing a marketing, management, and financial plan.</p>	<p><b>Grades 9-10</b>            RI.9-10.1            W.9-10.2            W.9-10.4-7            SL.9-10.1-6            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            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>	<p><b>Grades 9-10</b>            RH.1            whST.2            whST.6</p> <p><b>Grades 11-12</b>            RH.1            whST.2            whST.6</p>
<p><b>Meeting Six through Eleven: Run the Business</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Practice business communication and implementation.</li> <li>▪ Practice task prioritization.</li> <li>▪ Practice follow-through.</li> <li>▪ Submit important information.</li> <li>▪ Practice problem solving</li> </ul>		<p><b>Grades 9-10</b>            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><b>Grades 11-12</b>            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.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.9</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.9</p>

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<p><b>Topic: Capitalization</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Explore sources of capital.</li> <li>▪ Consider which sources of capital might be used for the Company.</li> <li>▪ Learn pitch ideas for building capital or obtaining funding.</li> <li>▪ Present a pitch.</li> </ul>		<p><b>Grades 9-10</b>            RI.9-10.1-2            RI.9-10.4            W.9-10.2            W.9-10.4-7            SL.9-10.1-6            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.2            W.11-12.4-7            SL.11-12.1-2            SL.11-12.4-5            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            whST.2            whST.4-9</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2            whST.4-9</p>
<p><b>Topic: Finance</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Examine the most important financial elements of a startup.</li> <li>▪ Practicing using the Business Finance Tool.</li> </ul>	<p>11.) Use mathematics skills to analyze profit and loss margins for a business.</p>	<p><b>Grades 9-10</b>            RI.9-10.1-2            RI.9-10.4            W.9-10.2            W.9-10.4-7            SL.9-10.1-6            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.2            W.11-12.4-7            SL.11-12.1-2            SL.11-12.4-5            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            whST.2            whST.4-6            whST.7-9</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2            whST.4-6            whST.7-9</p>
<p><b>Topic: Management and Leadership</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Research how leaders make decisions.</li> <li>▪ Investigate how leaders influence a company, beyond giving direction.</li> <li>▪ Provide evidence of a leader’s specific leadership style.</li> <li>▪ Develop a TED-style talk on leadership.</li> </ul>		<p><b>Grades 9-10</b>            RI.9-10.1-2            RI.9-10.4,8            SL.9-10.1-4            L.9-10.1-2</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            SL.11-12.1-2            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            RH.8</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            RH.8</p>

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<p><b>Topic: Marketing</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Learn about the 4 P’s of marketing— Product, Place, Price, and Promotion—and how they are related.</li> <li>▪ Explore marketing through a virtual job shadow and answer key questions that relate to the 4 P’s.</li> </ul>	<p>14.) Determine marketing functions needed for effective business ownership.</p> <p>15.) Interpret research data to determine market-driven problems faced by entrepreneurs.</p>	<p><b>Grades 9-10</b> RI.9-10.1,4 SL.9-10.1 L.9-10.1 L.9-10.4</p> <p><b>Grades 11-12</b> RI.11-12.1 W.11-12.6-7 SL.11-12.1-2 SL.11-12.4-5 L.11-12.1-2 L.11-12.6</p>	<p><b>Grades 9-10</b> RH.1 RH.3 RH.4 RH.9</p> <p><b>Grades 11-12</b> RH.1 RH.3 RH.4 RH.9</p>
<p><b>Topic: Sales</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Understand tips for sales success.</li> <li>▪ Create a video blog entry about a product or service to practice these tips.</li> </ul>		<p><b>Grades 9-10</b> RI.9-10.1 RI.9-10.4 W.9-10.4-5 SL.9-10.1 L.9-10.1-2 L.9-10.4</p> <p><b>Grades 11-12</b> RI.11-12.1 W.11-12.4 SL.11-12.1 L.11-12.1-2 L.11-12.6</p>	<p><b>Grades 9-10</b> RH.1 RH.4 rhST.4-6</p> <p><b>Grades 11-12</b> RH.1 RH.4 rhST.4-6</p>
<p><b>Topic: Supply Chain</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Explore the interconnected links in a supply chain.</li> <li>▪ Define standards for communicating about production.</li> <li>▪ Apply the concept of quality control to practices in the Company.</li> </ul>		<p><b>Grades 9-10</b> RI.9-10.1 RI.9-10.4 W.9-10.4-5 SL.9-10.1 L.9-10.1-2 L.9-10.4</p> <p><b>Grades 11-12</b> RI.11-12.1 W.11-12.4 SL.11-12.1 L.11-12.1-2 L.11-12.6</p>	<p><b>Grades 9-10</b> RH.1 RH.4 rhST.4-6</p> <p><b>Grades 11-12</b> RH.1 RH.4 rhST.4-6</p>

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<p><b>Meeting Twelve: Liquidate the Company</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Explain and follow the liquidation process.</li> <li>▪ Complete business closing and liquidation tasks, including recordkeeping.</li> <li>▪ Create an annual report.</li> </ul>		<p><b>Grades 9-10</b>            RI.9-10.1            RI.9-10.4            W.9-10.2            W.9-10.4            SL.9-10.1-4            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.2,4            SL.11-12.1            SL.11-12.4-5            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            whST.2-4</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2-4</p>
<p><b>Meeting Thirteen: Create a Personal Action Plan</b></p> <p><b>Objectives:</b></p> <p>The students will:</p> <ul style="list-style-type: none"> <li>▪ Understand the importance of networking.</li> <li>▪ Complete a personal action plan.</li> <li>▪ Explore potential career options.</li> </ul>	<p>16.) Determine career opportunities, responsibilities, and educational and credentialing requirements related to various entrepreneurship ventures.</p>	<p><b>Grades 9-10</b>            RI.9-10.1            RI.9-10.4            W.9-10.2            W.9-10.4-7            SL.9-10.1-3            L.9-10.1-2            L.9-10.4</p> <p><b>Grades 11-12</b>            RI.11-12.1            RI.11-12.4            W.11-12.2,4            W.11-12.4-7            SL.11-12.1-2            SL.11-12.4-5            L.11-12.1-2            L.11-12.6</p>	<p><b>Grades 9-10</b>            RH.1            RH.2            RH.4            whST.2-6</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2-6</p>