

JA Company Program – Blended

Session Details	TN Academic Standards	Common Core ELA	Literacy in History Social Studies
<p>Meeting One: Start a Business</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Identify what they will be doing in JA Company Program. ▪ Share important information about prior knowledge, beliefs, and attitudes. ▪ Build relationships with others in their group. ▪ Determine entrepreneurial traits and choose a business team. ▪ Explore potential ways to fund their venture. 	<p>CTE Entrepreneurship Standards</p> <p>1) Define the term entrepreneur and describe the key components of the entrepreneurial startup process.</p> <p>3) Compare findings to personal strengths to assess potential for becoming a successful entrepreneur by completing an entrepreneurial characteristics assessment and self-evaluation.</p> <p>School Counseling & Career Guidance</p> <p>The student will:</p> <p>4.4 demonstrate an understanding of how personal characteristics relate to career choice.</p>	<p>Grades 9-10</p> <p>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>Grades 11-12</p> <p>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>Meeting Two: Fill a Need</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Collaborate as a group to decide on the product or service that the Company will sell. ▪ Narrow the list of potential business ideas by answering critical questions about each one. 	<p>CTE Entrepreneurship Standards</p> <p>2) Evaluate the role of entrepreneurship in the U.S. economy and describe the expansion and growth of entrepreneurship in the current decade.</p> <p>3) Research the backgrounds and business ventures of successful entrepreneurs to draw conclusions about the personal traits, experiences, and behaviors associated with entrepreneurship, including professional values and specific skills.</p> <p>5) Review news media and labor projections to identify current and projected trends in social and/or economic development. In teams or individually, compile a list of potential ideas that have commercial potential not currently being met by existing businesses.</p> <p>Economics</p> <p>E.14 Explain that consumers ultimately determine what is produced in a market economy (consumer sovereignty).</p>	<p>Grades 9-10</p> <p>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>Grades 11-12</p> <p>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>Grades 9-10</p> <p>RH.1 RH.4 RH.6</p> <p>Grades 11-12</p> <p>RH.1 RH.4 RH.6</p>
<p>Meeting Three: Vet the Venture</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Conduct research on top business ideas. ▪ Decide which product or service idea to move forward with. ▪ Submit the product idea for approval. 	<p>CTE Entrepreneurship Standards</p> <p>1.Prepare an informative text to explain each component and identify the risks and rewards encountered in an entrepreneurial endeavor, highlighting the advantages and disadvantages of owning a business versus working for someone else.</p> <p>Economics</p> <p>E.15 Explain the function of profit in a market economy as an incentive for entrepreneurs to accept the risks of business failure.</p> <p>E.27 Explain how competition among many sellers lowers costs and prices and encourages producers to produce more.</p>	<p>Grades 9-10</p> <p>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>Grades 11-12</p> <p>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>Grades 9-10</p> <p>RH.1 RH.4</p> <p>Grades 11-12</p> <p>RH.1 RH.4</p>

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<p>Meeting Four: Create a Structure</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Form and select Business Teams. ▪ Collaborate in Business Teams to determine leadership, conduct research, and assign tasks in order to launch the business. ▪ Work individually or with other Company members to conduct research and complete tasks in order to launch the business. 	<p>CTE Entrepreneurship Standards</p> <p>9) Write, review, and revise a business plan for a potential entrepreneurial endeavor.</p>	<p>Grades 9-10 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>Grades 11-12 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>Grades 9-10 RH.1 RH.2 RH.4 whST.2. whST.4 whST.5 whST.6</p> <p>Grades 11-12 RH.1 RH.2 RH.4 whST.2. whST.4 whST.5 whST.6</p>
<p>Meeting Five: Launch the Business</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Engage in business communication and implementation. ▪ Research business processes, and integrate information across all teams. ▪ Apply the concept of accountability to practices in the Company. ▪ Complete a business plan. 	<p>CTE Entrepreneurship Standards</p> <p>14) Compare and contrast the different owner-ship options for the proposed business.</p>	<p>Grades 9-10 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>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>	<p>Grades 9-10 RH.1 whST.2 whST.6</p> <p>Grades 11-12 RH.1 whST.2 whST.6</p>
<p>Meeting Six through Eleven: Run the Business</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Practice business communication and implementation. ▪ Practice task prioritization. ▪ Practice follow-through. ▪ Submit important information. ▪ Practice problem solving 	<p>School Counseling & Career Guidance:</p> <p>The student will:</p> <p>3.1 demonstrate the ability to balance school, extracurricular activities, leisure time and family time.</p> <p>3.4 select co-curricular and community activities to enhance the school experience.</p> <p>4.5 demonstrate appropriate work ethics.</p> <p>5.7 apply academic and employment readiness skills through work-based learning.</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.11-12.1-2 L.11-12.6</p>	<p>Grades 9-10 RH.1 RH.2 RH.9</p> <p>Grades 11-12 RH.1 RH.2 RH.9</p>

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<p>Topic: Capitalization</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Explore sources of capital. ▪ Consider which sources of capital might be used for the Company. ▪ Learn pitch ideas for building capital or obtaining funding. ▪ Present a pitch. 	<p>CTE Entrepreneurship Standards</p> <p>17) Investigate potential sources of startup capital needed to secure financing.</p> <p>18) Prepare a “pitch” to explain the business to a potential investor, including breakdown of necessary financing and requested terms.</p> <p>Economics</p> <p>E.49 Explain the basic functions of money including its role as a medium of exchange, store of value, unit of account.</p> <p>E.52 Explain the role of banks and other financial institutions in the economy of the United States.</p>	<p>Grades 9-10</p> <p>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>Grades 11-12</p> <p>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>Grades 9-10</p> <p>RH.1 RH.2 RH.4 whST.2 whST.4-9</p> <p>Grades 11-12</p> <p>RH.1 RH.2 RH.4 whST.2 whST.4-9</p>
<p>Topic: Finance</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Examine the most important financial elements of a startup. ▪ Practicing using the Business Finance Tool. 	<p>CTE Entrepreneurship Standards</p> <p>16) Examine startup costs, operating costs, overhead, and personal expenses by researching and developing a financial statement based on models obtained from public records or business websites.</p>	<p>Grades 9-10</p> <p>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>Grades 11-12</p> <p>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>Grades 9-10</p> <p>RH.1 RH.2 RH.4 whST.2 whST.4-6 whST.7-9</p> <p>Grades 11-12</p> <p>RH.1 RH.2 RH.4 whST.2 whST.4-6 whST.7-9</p>
<p>Topic: Management and Leadership</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Research how leaders make decisions. ▪ Investigate how leaders influence a company, beyond giving direction. ▪ Provide evidence of a leader’s specific leadership style. ▪ Develop a TED-style talk on leadership. 	<p>CTE Entrepreneurship Standards</p> <p>6.2 apply team-building skills for task completion.</p> <p>6.3 apply conflict management skills in interpersonal relationships.</p>	<p>Grades 9-10</p> <p>RI.9-10.1-2 RI.9-10.4,8 SL.9-10.1-4 L.9-10.1-2</p> <p>Grades 11-12</p> <p>RI.11-12.1 RI.11-12.4 SL.11-12.1-2 L.11-12.1-2 L.11-12.6</p>	<p>Grades 9-10</p> <p>RH.1 RH.2 RH.4 RH.8</p> <p>Grades 11-12</p> <p>RH.1 RH.2 RH.4 RH.8</p>

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<p>Topic: Marketing</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Learn about the 4 P’s of marketing— Product, Place, Price, and Promotion—and how they are related. ▪ Explore marketing through a virtual job shadow and answer key questions that relate to the 4 P’s. 	<p>CTE Entrepreneurship Standards</p> <p>10) Construct a market research project for the identified endeavor.</p> <p>12) Explain multiple pricing, promotions, and product selection strategies for the proposed business. Summarize how one or all of these strategies can directly impact a customer’s experience.</p> <p>Economics</p> <p>E.12 Describe the role of buyers and sellers in determining the equilibrium price.</p>	<p>Grades 9-10 RI.9-10.1,4 SL.9-10.1 L.9-10.1 L.9-10.4</p> <p>Grades 11-12 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>Grades 9-10 RH.1 RH.3 RH.4 RH.9</p> <p>Grades 11-12 RH.1 RH.3 RH.4 RH.9</p>
<p>Topic: Sales</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Understand tips for sales success. ▪ Create a video blog entry about a product or service to practice these tips. 	<p>CTE Entrepreneurship Standards</p> <p>12) Prepare a brief outline of the proposed business’ marketing plan including pricing, promotion, and service/product planning in the development of customer relationships.</p>	<p>Grades 9-10 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>Grades 11-12 RI.11-12.1 W.11-12.4 SL.11-12.1 L.11-12.1-2 L.11-12.6</p>	<p>Grades 9-10 RH.1 RH.4 rhST.4-6</p> <p>Grades 11-12 RH.1 RH.4 rhST.4-6</p>
<p>Topic: Supply Chain</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Explore the interconnected links in a supply chain. ▪ Define standards for communicating about production. ▪ Apply the concept of quality control to practices in the Company. 	<p>CTE Entrepreneurship Standards</p> <p>15) Investigate channel management and distribution methods for the proposed product or service. Research possible manufacturers; study distribution considerations of the product or service.</p>	<p>Grades 9-10 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>Grades 11-12 RI.11-12.1 W.11-12.4 SL.11-12.1 L.11-12.1-2 L.11-12.6</p>	<p>Grades 9-10 RH.1 RH.4 rhST.4-6</p> <p>Grades 11-12 RH.1 RH.4 rhST.4-6</p>

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<p>Meeting Twelve: Liquidate the Company</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Explain and follow the liquidation process. ▪ Complete business closing and liquidation tasks, including recordkeeping. ▪ Create an annual report. 	<p>School Counseling & Career Guidance:</p> <p>The student will:</p> <p>2.1 demonstrate critical thinking skills in academic decision making.</p> <p>2.2 practice self-directed and independent learning</p>	<p>Grades 9-10 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>Grades 11-12 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>Grades 9-10 RH.1 RH.2 RH.4 whST.2-4</p> <p>Grades 11-12 RH.1 RH.2 RH.4 whST.2-4</p>
<p>Meeting Thirteen: Create a Personal Action Plan</p> <p>Objectives:</p> <p>The students will:</p> <ul style="list-style-type: none"> ▪ Understand the importance of networking. ▪ Complete a personal action plan. ▪ Explore potential career options. 	<p>School Counseling & Career Guidance:</p> <p>The student will:</p> <p>2.6 analyze the relationship between classroom performance and success in school.</p> <p>4.3 make decisions, set goals, and develop plans for the future.</p> <p>5.2 identify skills that are transferable from one occupation to another.</p> <p>The student will</p> <p>8.1 evaluate alternatives, resources, and the impact of consequences in the decision making process.</p> <p>8.2 evaluate alternative plans to achieve goals.</p> <p>8.3 create a plan and persevere to achieve goals.</p>	<p>Grades 9-10 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>Grades 11-12 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>Grades 9-10 RH.1 RH.2 RH.4 whST.2-6</p> <p>Grades 11-12 RH.1 RH.2 RH.4 whST.2-6</p>