

# JA Company Program – Blended

Session Details	Common Career Technical Core 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><b>Marketing Career Cluster</b> MK 1. Describe the impact of economics, economics systems and entrepreneurship on marketing</p> <p><b>Career Ready Practices</b> 1. Act as a responsible and contributing citizen and employee.</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><b>Career Ready Practices</b> 6. Demonstrate creativity and innovation. 7. Employ valid and reliable research strategies.</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>

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<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><b>Career Ready Practices</b></p> <p>4. Communicate clearly, effectively and with reason.</p> <p>8. Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p><b>Business Management &amp; Administration</b></p> <p>BM 1. Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.</p> <p>BM 2. Describe laws, rules and regulations as they apply to effective business operations.</p>	<p><b>Grades 9-10</b></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><b>Grades 11-12</b></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><b>Grades 9-10</b></p> <p>RH.1 RH.4</p> <p><b>Grades 11-12</b></p> <p>RH.1 RH.4</p>
<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><b>Career Ready Practices</b></p> <p>2. Apply appropriate academic and technical skills.</p> <p>12. Work productively in teams while using cultural/global competence.</p>	<p><b>Grades 9-10</b></p> <p>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></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><b>Grades 9-10</b></p> <p>RH.1 RH.2 RH.4 whST.2. whST.4 whST.5 whST.6</p> <p><b>Grades 11-12</b></p> <p>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><b>Career Ready Practices</b></p> <p>9. Model integrity, ethical leadership and effective management.</p>	<p><b>Grades 9-10</b></p> <p>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></p> <p>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></p> <p>RH.1 whST.2 whST.6</p> <p><b>Grades 11-12</b></p> <p>RH.1 whST.2 whST.6</p>

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<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>Business Management &amp; Administration</b></p> <p>BM.5. Implement systems, strategies and techniques used to manage information in a business.</p> <p>BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.</p> <p>ADM 1. Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.</p> <p>ADM 2. Access, evaluate and disseminate information for business decision making.</p> <p>ADM 3. Plan, monitor and manage day-to-day business activities.</p>	<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>
<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>	NA	<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><b>Marketing Career Cluster</b></p> <p>MK 3. Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p><b>Career Ready Practices</b></p> <p>11. Use technology to enhance productivity</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>

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<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><b>Marketing Career Cluster</b> MK 3. Plan, monitor, manage and maintain the use of financial resources for marketing activities.</p> <p><b>Career Ready Practices</b> 11. Use technology to enhance productivity</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>Marketing Career Cluster</b> MK-MGT 1. Plan, organize and lead marketing staff to achieve business goals.</p> <p>MK-MGT 4. Access, evaluate and disseminate information to aid in making marketing management decisions.</p>	<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>
<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><b>Marketing Career Cluster</b> MK 2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan.</p> <p>Mk 4. 4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations.</p> <p>MK 8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <p>MK 9. Communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>MK 10. Use marketing strategies and processes to determine and meet client needs and wants.</p> <p>MK-COM 1. Apply techniques and strategies to convey ideas and information through marketing communications.</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>

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<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>Marketing Career Cluster</b> MK 6. Select, monitor and manage sales and distribution channels.</p> <p>MK-MGT 7. Determine and adjust prices to maximize return while maintaining customer perception of value.</p> <p>MK-MGT 7. Communicate information about products, services, images and/or ideas.</p> <p>MK-SAL 2. Apply sales techniques to meet client needs and wants.</p> <p>Mk-SAL 3. Plan, organize and lead sales staff to enhance sales goals</p> <p><b>Business Management &amp; Administration</b> BM.4. Identify, demonstrate and implement solutions in managing effective business customer relationships.</p>	<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>Career Ready Practices</b> 5. Consider the environmental, social and economic impacts of decisions.</p> <p><b>Marketing Career Cluster</b> MK-MER 3. Move, store, locate and/or transfer ownership of retail goods and services.</p> <p>MK-MER 4. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.</p>	<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>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>	NA	<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>

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<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><b>Career Ready Practices</b></p> <p>10. Plan education and career path aligned to personal goals.</p>	<p><b>Grades 9-10</b></p> <p>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></p> <p>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></p> <p>RH.1 RH.2 RH.4 whST.2-6</p> <p><b>Grades 11-12</b></p> <p>RH.1 RH.2 RH.4 whST.2-6</p>