

JA Company Program – Blended

Session Details	MA Learning 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>Social Studies- Economics</p> <p>1. Students will understand that productive resources are limited, therefore, people cannot have all the goods and services they want. As a result, they must choose some things and give up others.</p> <p>CTE Marketing</p> <p>2.J.01.01 Define entrepreneurship.</p> <p>2.J.01.02 List the characteristics and skills of an entrepreneur.</p> <p>2.J.01.03 Explain the disadvantages and advantages of being an entrepreneur.</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>Social Studies- Economics</p> <p>E.1.1 Define each of the productive resources (natural, human, capital) and explain why they are necessary for the production of goods and services.</p> <p>E.1.2 Explain how consumers and producers confront the condition of scarcity, by making choices that involve opportunity costs and tradeoffs.</p> <p>E.3.1 Compare and contrast the following forms of business organization: sole proprietorship, partnership, and corporation.</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>Social Studies- Economics</p> <p>E.3.5 Explain how competition among many sellers lowers costs and prices and encourages producers to produce more.</p> <p>CTE Marketing</p> <p>2.C.02.01 Conduct a Strength, Weaknesses, Opportunities, Threats (SWOT) analysis.</p> <p>2.J.01.05 Define legal steps in establishing a business.</p> <p>2.J.01.06 Measure feasibility of a new business venture.</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 Marketing</p> <p>2.E.01 Develop policies and procedures to protect workplace security.</p> <p>2.P.01 Explain the concepts, systems and tools needed to gather, access, synthesize, evaluate and disseminate information in making business decisions.</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>Social Studies- Economics</p> <p>E.2.2 Describe the role of buyers and sellers in determining the equilibrium price.</p> <p>E.2.3 Describe how prices send signals to buyers and sellers.</p> <p>CTE Marketing</p> <p>2.J.01.07 Determine resources needed for a new business to contribute to its startup viability.</p> <p>2.M.01 Demonstrate foundational knowledge of product/service management.</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>Social Studies- Economics</p> <p>E.3.10 Identify skills individuals need to be successful in the workplace.</p> <p>E.6.1 Explain the basic functions of money (e.g., medium of exchange, store of value, unit of account).</p> <p>E.6 Students will understand why individuals, businesses, and governments trade goods and services and how trade affects the economies of the world.</p> <p>CTE Marketing</p> <p>2.N.01 Apply effective skills in all domains of communication.</p> <p>4.B.01 Demonstrate appropriate oral and written communication skills in the workplace.</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>Social Studies- Economics</p> <p>E.1.5 Predict how interest rates act as an incentive for savers and borrowers.</p> <p>E.1.6 Recognize that voluntary exchange occurs when all participating parties expect to gain.</p> <p>E.3.2 Identify the three basic ways that firms finance operations (retained earnings, stock issues, and borrowing), and explain the advantages and disadvantages of each.</p> <p>CTE Marketing</p> <p>2.D.02 Analyze financial needs and goals to determine financial requirements.</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>Social Studies- Economics</p> <p>E.6.5 Compare and contrast credit, savings, and investment services available to the consumer from financial institutions.</p> <p>CTE Marketing</p> <p>2.D.01 Explain the fundamental principles of monetary exchanges.</p> <p>2.D.04 Manage financial resources to ensure solvency.</p> <p>2.O.01 Explain changes that affect the accounting equation.</p> <p>2.O.06 Prepare Financial Statements.</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 Marketing</p> <p>4.C.06 Interact appropriately with coworkers.</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>Social Studies- Economics E.1.4 Describe how people respond predictably to positive and negative incentives.</p> <p>CTE Marketing 2.C.01 Explain the role and function of business marketing to facilitate economic exchanges with customers. 2.C.03.04 Create and analyze a target market for a product/service.</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 Marketing 2.B.02.01 Approach the customer in a manner appropriate to the situation and/or industry. 2.B.02.03 Identify customer objectives, concerns and problems as they pertain to the product/service. 2.F.01 Demonstrate foundational knowledge of the principles of selling. Demonstrate foundational knowledge of the principles of selling. 2.F.02 Develop prospecting methods to acquire new customers. 2.H.01.01 Explain ways a company or organization can market itself, including choosing a name, designing logos and promotional materials, advertising and the importance of word-of-mouth.</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 Marketing 2.E.03 Implement purchasing procedures to obtain business supplies, equipment and services.</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>Social Studies- Economics</p> <p>E.2.5 Explain the function of profit in a market economy as an incentive for entrepreneurs to accept the risks of business failure.</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>CTE Marketing</p> <p>4.A.01.05 Identify training and education requirements that lead to employment in chosen field(s) and demonstrate skills related to evaluating employment opportunities.</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>