



JA High School Experience

Semester Courses | 2019

Overview

The JA High School Experience is a series of semester-long, experiential, blended learning courses designed to empower students to own their economic success. Through a combination of instructional approaches, students progress from foundational principles through application, synthesis, and immersion in JA's three pillars: entrepreneurship, financial literacy, and work and career readiness. Rich with partnership and revenue opportunities, students, teachers, school, and corporate partners all benefit.

Each course is accompanied by state-creditable instructional content (IC) that include projects and support career pathways that most closely align with JA areas of expertise. The courses are primarily teacher-taught with volunteer engagement opportunities throughout. Each course also incorporates a business-based case study (CS), which integrates interdisciplinary lessons on core principles. Case study sponsorship and volunteer engagement opportunities bring real-world professionals into the learning.

Combined, these components equip students to learn concepts that meet educational standards; synthesize elective concepts; show learning through tangible artifacts; and demonstrate competencies for future success (e.g., collaboration, creativity, innovation, critical and analytical thinking, cultural agility, effective communication, and self-direction).

Course Overview

JA Financial Literacy

Students learn foundational personal finance skills, including how to earn and save money, creating and using a budget, managing credit and debt, assessing risks and using insurance, and how to address financial problems. Students also get an introduction to investing, the stock market, and the global environment, including spending habits, business etiquette, and exchange rates. In the semester-long projects, students apply the information from the course to their own lives and develop plans to help meet their personal financial goals.

JA Business and Technology 1 and JA Business and Technology 2

Students are introduced to the basic skills necessary to succeed in business. These courses include themes that address personal skills, like teamwork, innovation, decision making, and ethics. Students also learn basic technical skills, like how to use word processing, presentation software, and spreadsheets effectively. Finally, students are introduced to some business basics, like entrepreneurship, marketing, and accounting. In the project, students develop a blog and add posts addressing business concepts from the perspective of a CEO or business owner.

JA Financial Capabilities 1 and JA Financial Capabilities 2

Students examine financial capabilities from a business perspective, focusing on investing, banking, and insurance. The courses include themes that introduce economics, banking services, employee benefits, ethics, business planning and investment, risk management, and international business opportunities. Students apply their learning in the project as they develop plans for personal investing, evaluating employment benefits, and using student loans.

JA Entrepreneurial Mindset

Students learn the basics about starting a business, including developing entrepreneurial abilities, identifying a business opportunity, creating a business plan, economics, and the stages of business growth. In the accompanying project, students work in teams to identify a product or service that they would like to take to market.

JA Business Communications

Students focus on communication skills necessary to succeed in business, including communicating up, down, and across organizations, talking about performance, and writing in a business setting. In the course project, students develop a comprehensive business plan to share with potential investors and stakeholders.

JA Marketing Principles 1 and JA Marketing Principles 2

Students are introduced to marketing and some basic marketing techniques. Themes in the courses address topics such as the marketing mix, market research, sales and marketing methods, understanding the consumer, and making a marketing plan. Students also learn about marketing in the world around them and potential careers in the field. Students apply their learning in the semester projects as they analyze and evaluate the marketing strategies for a particular brand.

JA Economics

Students learn personal and business applications of micro- and macroeconomic principles. They begin with foundational concepts of scarcity and opportunity cost and the circular flow of the economy as a framework for understanding how the consumer, producers, and institutions, such as the government, influence the market—locally, nationally, and internationally.