## JA Company Program – Blended

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</thead>
</table>
| ### Meeting One: Start a Business  
Objectives:  
The students will:  
- 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. | **Marketing Career Cluster**  
MK 1. Describe the impact of economics, economics systems and entrepreneurship on marketing  
**Career Ready Practices**  
1. Act as a responsible and contributing citizen and employee. | Grades 9-10  
RL.9-10.1-2  
RL.9-10.4  
W.9-10.6  
SL.9-10.1-2  
L.9-10.1-2  
L.9-10.4 | Grades 9-10  
RL.11-12.1  
RL.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 |
| **Meeting Two: Fill a Need  
Objectives:**  
The students will:  
- 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. | **Career Ready Practices**  
1. Act as a responsible and contributing citizen and employee.  
7. Employ valid and reliable research strategies. | Grades 9-10  
RL.9-10.1  
RL.9-10.4  
W.9-10.4  
W.9-10.6-7  
SL.9-10.1-2  
SL.9-10.4-5  
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L.9-10.4 | Grades 9-10  
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RL.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 |
| **Meeting Three: Vet the Venture  
Objectives:**  
The students will:  
- Conduct research on top business ideas.  
- Decide which product or service idea to move forward with.  
- Submit the product idea for approval. | **Business Management & Administration**  
BM 1. Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.  
BM 2. Describe laws, rules and regulations as they apply to effective business operations.  
**Career Ready Practices**  
4. Apply appropriate academic and technical skills.  
5. Communicate clearly and effectively and with reason.  
6. Demonstrate creativity and innovation. | Grades 9-10  
RL.9-10.1  
W.9-10.4  
W.9-10.6-7  
SL.9-10.1-3  
L.9-10.1-2 | Grades 9-10  
RL.11-12.1  
RL.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 |
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RI.9-10.1  
RI.9-10.4  
W.9-10.6  
SL.9-10.1-2  
L.9-10.1-2  
L.9-10.4 | **Grades 11-12**  
RL.11-12.1  
RL.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 | **Grades 9-10**  
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RH.6 |
| **Grades 9-10**  
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RI.9-10.4  
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W.9-10.6-7  
SL.9-10.1-2  
SL.9-10.4-5  
L.9-10.1-2  
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SL.11-12.1-2  
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L.11-12.6 | **Grades 9-10**  
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RH.4  
RH.6 | **Grades 11-12**  
RH.1  
RH.4 |
### Meeting Four: Create a Structure

**Objectives:**
- 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.

**Career Ready Practices**
- 8. Utilize critical thinking to make sense of problems and persevere in solving them.
- 11. Use technology to enhance productivity.
- 12. Work productively in teams while using cultural global competence.

**Meeting Five: Launch the Business**

**Objectives:**
- 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.

**Career Ready Practices**
- 8. Consider the environmental, social and economic impacts of decisions.
- 9. Model integrity, ethical leadership and effective management.

**Meeting Six through Eleven: Run the Business**

**Objectives:**
- Practice business communication and implementation.
- Practice task prioritization.
- Practice follow-through.
- Submit important information.
- Practice problem solving.

**Business Management & Administration**
- BM.5. Implement systems, strategies and techniques used to manage information in a business.
- BM.6. Implement, monitor and evaluate business processes to ensure efficiency and quality results.
- ADM 1. Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- ADM 2. Access, evaluate and disseminate information for business decision making.
- ADM 3. Plan, monitor and manage day-to-day business activities.

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<td><strong>Objectives:</strong></td>
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<td>The students will:</td>
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<td>W.9-10.2,4</td>
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<td>- Form and select Business Teams.</td>
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<td>- Collaborate in Business Teams to determine leadership, conduct research, and assign tasks in order to launch the business.</td>
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<td>SL.9-10.1-3</td>
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<td>- Work individually or with other Company members to conduct research and complete tasks in order to launch the business.</td>
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<td>L.9-10.1-2</td>
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<td>8. Consider the environmental, social and economic impacts of decisions.</td>
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<td>9. Model integrity, ethical leadership and effective management.</td>
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<td>The students will:</td>
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<td>RH.2</td>
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<tr>
<td>- Practice business communication and implementation.</td>
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<td>- Practice task prioritization.</td>
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<td>- Practice problem solving.</td>
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<td>BM.5. Implement systems, strategies and techniques used to manage information in a business.</td>
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<td>RI.9-10.1</td>
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<td>BM.6. Implement, monitor and evaluate business processes to ensure efficiency and quality results.</td>
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<td>ADM 1. Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.</td>
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<td>SL.9-10.1-2</td>
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<td>ADM 3. Plan, monitor and manage day-to-day business activities.</td>
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<td><strong>Topic: Capitalization</strong>&lt;br&gt;&lt;br&gt;<strong>Objectives:</strong>&lt;br&gt;The students will:&lt;br&gt;• Explore sources of capital.&lt;br&gt;• Consider which sources of capital might be used for the Company.&lt;br&gt;• Learn pitch ideas for building capital or obtaining funding.&lt;br&gt;• Present a pitch.</td>
<td><strong>Business Management &amp; Administration</strong>&lt;br&gt;BAC05.01.04 Determine the resources needed for start-up viability of a business venture.</td>
<td>Grades 9-10&lt;br&gt;RI.9-10.1-2&lt;br&gt;RI.9-10.4&lt;br&gt;W.9-10.2&lt;br&gt;W.9-10.4-7&lt;br&gt;SL.9-10.1-6&lt;br&gt;L.9-10.1-2&lt;br&gt;L.9-10.4&lt;br&gt;Grades 11-12&lt;br&gt;RI.11-12.1&lt;br&gt;RI.11-12.4&lt;br&gt;W.11-12.2&lt;br&gt;W.11-12.4-7&lt;br&gt;SL.11-12.1-2&lt;br&gt;SL.11-12.4-5&lt;br&gt;L.11-12.1-2&lt;br&gt;L.11-12.6</td>
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<tr>
<td><strong>Topic: Finance</strong>&lt;br&gt;&lt;br&gt;<strong>Objectives:</strong>&lt;br&gt;The students will:&lt;br&gt;• Examine the most important financial elements of a startup.&lt;br&gt;• Practicing using the Business Finance Tool.</td>
<td><strong>Marketing Career Cluster</strong>&lt;br&gt;Mark 3. Plan, monitor, manage and maintain the use of financial resources for marketing activities.</td>
<td>Grades 9-10&lt;br&gt;RI.9-10.1-2&lt;br&gt;RI.9-10.4&lt;br&gt;W.9-10.2&lt;br&gt;W.9-10.4-7&lt;br&gt;SL.9-10.1-6&lt;br&gt;L.9-10.1-2&lt;br&gt;L.9-10.4&lt;br&gt;Grades 11-12&lt;br&gt;RI.11-12.1&lt;br&gt;RI.11-12.4&lt;br&gt;W.11-12.2&lt;br&gt;W.11-12.4-7&lt;br&gt;SL.11-12.1-2&lt;br&gt;SL.11-12.4-5&lt;br&gt;L.11-12.1-2&lt;br&gt;L.11-12.6</td>
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<td><strong>Topic: Management and Leadership</strong></td>
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| **Objectives:**  
The students will:  
- 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.  |
| Marketing Career Cluster  
MK-MGT 1. Plan, organize and lead marketing staff to achieve business goals.  
MK-MGT 4. Access, evaluate and disseminate information to aid in making marketing management decisions.  |
| Grades 9-10  
RI.9-10.1-2  
RI.9-10.4,8  
SL.9-10.1-4  
L.9-10.1-2  |
| Grades 11-12  
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RH.4  
RH.8  |
| Grades 11-12  
RH.1  
RH.2  
RH.4  
RH.8  |

| **Topic: Marketing**  |
| **Objectives:**  
The students will:  
- 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.  |
| Marketing Career Cluster  
MK 2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  
Mk 4. 4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations.  
MK 8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities.  
MK 9. Communicate information about products, services, images and/or ideas to achieve a desired outcome.  
MK 10. Use marketing strategies and processes to determine and meet client needs and wants.  
MK-COM 1. Apply techniques and strategies to convey ideas and information through marketing communications.  |
| Grades 9-10  
RI.9-10.1,4  
SL.9-10.1  
L.9-10.1  
L.9-10.4  |
| Grades 11-12  
RL11-12.1  
W.11-12.6-7  
SL.11-12.1-2  
SL.11-12.4-5  
L.11-12.1-2  
L.11-12.6  |
| Grades 9-10  
RH.1  
RH.3  
RH.4  
RH.9  |
| Grades 11-12  
RH.1  
RH.3  
RH.4  
RH.9  |

| **Topic: Sales**  |
| **Objectives:**  
The students will:  
- Understand tips for sales success.  
- Create a video blog entry about a product or service to practice these tips.  |
| Marketing Career Cluster  
MK 6. Select, monitor and manage sales and distribution channels.  
MK-MGT 7. Determine and adjust prices to maximize return while maintaining customer perception of value.  
MK-MGT 7. Communicate information about products, services, images and/or ideas.  
MK-SAL 2. Apply sales techniques to meet client needs and wants.  
Mk-SAL 3. Plan, organize and lead sales staff to enhance sales goals  
**Business Management & Administration**  
BM 4. Identify, demonstrate and implement solutions in managing effective business customer relationships.  |
| Grades 9-10  
RI.9-10.1  
RI.9-10.4  
W.9-10.4-5  
SL.9-10.1  
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<td><strong>Objectives:</strong></td>
<td>5. Consider the environmental, social and economic impacts of decisions.</td>
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<td>The students will:</td>
<td><strong>Marketing Career Cluster</strong></td>
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<tr>
<td>• Explore the interconnected links in a supply chain.</td>
<td>MK-MER 3. Move, store, locate and/or transfer ownership of retail goods and services.</td>
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<td>• Define standards for communicating about production.</td>
<td>MK-MER 4. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.</td>
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<td>• Apply the concept of quality control to practices in the Company.</td>
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<td><strong>Meeting Twelve: Liquidate the Company</strong></td>
<td><strong>Business Management &amp; Administration</strong></td>
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<td><strong>Objectives:</strong></td>
<td>BAC05.01.06 Select a harvesting strategy that matches the entrepreneur's desired goals regarding the business venture.</td>
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<td>The students will:</td>
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<tr>
<td>• Explain and follow the liquidation process.</td>
<td>Grades 9-10</td>
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<td>Grades 9-10 RH.1 RH.2 RH.4 whST.2-4</td>
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<td>• Complete business closing and liquidation tasks, including recordkeeping.</td>
<td>RL.9-10.1</td>
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<td>Grades 11-12 RH.1 RH.2 RH.4 whST.2-4</td>
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<td>• Create an annual report.</td>
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<td><strong>Meeting Thirteen: Create a Personal Action Plan</strong></td>
<td><strong>Career Ready Practices</strong></td>
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<td><strong>Objectives:</strong></td>
<td>3. Attend to personal health and financial well-being.</td>
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<td>The students will:</td>
<td>10. Plan education and career path aligned to personal goals.</td>
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<td>• Understand the importance of networking.</td>
<td>Grades 9-10</td>
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<td>Grades 9-10 RH.1 RH.2 RH.4 whST.2-6</td>
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<td>• Complete a personal action plan.</td>
<td>RL.9-10.1</td>
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<td>Grades 11-12 RH.1 RH.2 RH.4 whST.2-6</td>
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<td>• Explore potential career options.</td>
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