

# JA Company Program – Blended

Session Details	UT Entrepreneurship 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>1:1 Students will be introduced to the role of the entrepreneur in the economy.</p> <p>1:1 a Explain the terms entrepreneur and entrepreneurship.</p> <p>1:1 b Describe the differences between being an employee, an interpreter, and an entrepreneur.</p> <p>1:2 Students will understand the characteristics of an entrepreneur.</p> <p>1:2 a Identify the characteristics and traits of a successful entrepreneur.</p> <p>1:2 b Compare and contrast the risks and benefits of choosing to become an entrepreneur, including ways to minimize or limit the risks.</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>1:3 Students will understand idea generation through innovation and problem solving.</p> <p>1:3 a Understand basic business model concepts.</p> <p>1:3 b Generate ideas for products and/or service to meet or create markets or needs, wants, and trends.</p> <p>1:3 d Identify research tools used to gather information about markets, market trends, and business and consumer needs and wants.</p> <p>1:3 e Identify trends in entrepreneurship (e.g., emerging technologies, social entrepreneurship, green entrepreneurship, lean start-up, business model—canvas, crowdsourcing and crowd funding).</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>
<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>3:1 Students will understand the importance of identifying the market.</p> <p>6:1 Students will identify types of business ownership (e.g., sole proprietorship, partnership, c-corp, s-corp, LLC, nonprofit, franchise).</p>	<p><b>Grades 9-10</b>            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>            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>            RH.1            RH.4</p> <p><b>Grades 11-12</b>            RH.1            RH.4</p>

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<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>5:1 Students will discuss short- and long-term goals for an entrepreneurial venture.</p> <p>5:1 a Create a mission statement for an entrepreneurial venture.</p> <p>5:1 b Create an organizational structure for an entrepreneurial venture.</p> <p>5:1 c Develop job descriptions for positions in an entrepreneurial venture.</p>	<p><b>Grades 9-10</b>            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>            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>            RH.1            RH.2            RH.4            whST.2            whST.4            whST.5            whST.6</p> <p><b>Grades 11-12</b>            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>4:2 Students will understand how entrepreneurs utilize business records.</p> <p>4:2 a Identify reasons for keeping business records.</p> <p>4:2 c Prepare and analyze basic financial statements such as income statements and balance sheets.</p> <p>4:2 d Understand the importance of sales and budget forecasting in business planning.</p> <p>6:1 e Identify the major components of a business plan.</p> <p>6:1 f Describe the uses and purposes of a business plan.</p>	<p><b>Grades 9-10</b>            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>            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>            RH.1            whST.2            whST.6</p> <p><b>Grades 11-12</b>            RH.1            whST.2            whST.6</p>
<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>6:1 PO b Create and share an oral presentation of the business plan.</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>

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<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>	<p>4:1 Students will examine sources and types of funding.</p> <p>4:1 a Project the total cash needed to start a business (e.g., start-up costs, ongoing operational expenses, and cash reserves).</p> <p>4:1 b List and describe common sources and processes by which entrepreneurs can secure funding and potentially exit a business (e.g., angel investors, venture capitalists, term sheets, rounds of financing, capitalization tables, banks, credit unions, crowd funding, credit lines, personal savings, family and friends, mortgage, short-term loan, grants, bootstrapping, IPO, merger, acquisition, etc.).</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.4-9</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>2:1 b Describe the interrelationship between cost and price.</p> <p>2:1 c Describe the difference between fixed costs and variable costs.</p> <p>2:1 d Calculate the number of products to be sold to make a profit using break-even analysis.</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>1:2 d Define ethics, and identify common ethical issues that entrepreneurs encounter.</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>

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<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>3:1 a Define the function of marketing in an entrepreneurial venture.</p> <p>3:1 b Discuss the concept of market and market share.</p> <p>3:1 c Identify target markets for potential new businesses.</p> <p>3:1 e. Discuss the role of market research in identifying a market and making business decisions.</p> <p>3:2 a Identify the elements of the marketing mix (i.e., the “4 P’s” of marketing).</p> <p>3:2 b Identify the advantages and disadvantages of marketing a business on the Internet.</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>
<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>3:2 d Discuss appropriate advertising and publicity activities for a business.</p> <p>3:2 e Discuss the impact of competition on keeping/increasing market share.</p> <p>6:1 g Understand a pitch deck and VC road show.</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>2:1 g Describe the concepts of import and export.</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>	<p>4:2 b Describe the impact of incomplete and/or inaccurate business records on a business (e.g., sales receipts, expense records, taxes, etc.).</p> <p>4:2 c Prepare and analyze basic financial statements such as income statements and balance sheets.</p>	<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>1:2 c Examine the role of entrepreneurship in a career and college pathway.</p>	<p><b>Grades 9-10</b>            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>            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>            RH.1            RH.2            RH.4            whST.2-6</p> <p><b>Grades 11-12</b>            RH.1            RH.2            RH.4            whST.2-6</p>