A Correlation between: JA Company Program®- Blended National Content Standards for Entrepreneurship Education 2016

Meeting Five: Launch the Business Meeting Four: Create a Structure Meeting Three: Vet the Venture Meeting Two: Fill a Need

Meeting One: Start a Business

Meeting Six through Elven: Run the Business

Fopic: Capitalization

Fopic: Management and Leadership Topic: Marketing Topic: Finance

Topic: Supply Chain Topic: Sales

Meeting Twelve: Liquidate the Company

Meeting Thirteen: Create a Personal Action Plan

Α	Entrepreneurial Process													
A.01	Explain the need for entrepreneurial discovery	•	•											
A.02	Discuss entrepreneurial discovery processes		•	•	•									
A.03	Assess global trends and opportunities		•											
A.04	Determine opportunities for venture creation		•	•										
A.05	Assess opportunities for venture creation			•	•	•								
A.06	Describe idea-generation methods		•	•										
A.07	Generate venture ideas		•	•										
A.08	Determine feasibility of ideas		•	•	•									
A.09	Describe entrepreneurial planning considerations		•	•	•									
A.10	Explain tools used by entrepreneurs for venture planning		•	•	•									
A.11	Assess start-up requirements			•	•			•						
A.12	Assess risks associated with venture			•	•		•	•						
A.13	Describe external resources useful to entrepreneurs during concept development		•	•	•			•						
A.14	Assess the need to use external resources for concept development			•				•						
A.16	Use components of a business plan to define venture idea			•	•									
A.17	Distinguish between debt and equity financing for venture creation	•						•						
A.18	Describe processes used to acquire adequate financial resources for venture creation/start-up	•						•						
A.19	Select sources to finance venture creation/start-up							•						
A.20	Explain factors to consider in determining a venture's human-resource needs				•		•							
A.21	Describe considerations in selecting capital resources						•	•	•					
A.22	Acquire capital resources needed for the venture						•	•	•					
A.23	Assess the costs/benefits associated with resources						•	•						
A.24	Use external resources to supplement entrepreneur's expertise			•	•		•	•						
A.25	Explain the complexity of business operations				•									
A.26	Evaluate risk-taking opportunities			•			•							
A.27	Explain the need for business systems and procedures				•									
A.28	Describe the use of operating procedures					•								
A.29	Explain methods/processes for organizing work flow					•								
A.30	Develop and/or provide product/service						•			•	•	•		
A.31	Use creativity in business activities/decisions		•	•	•		•							
A.34	Adapt to changes in business environment						•	•						
A.35	Explain the need for continuation planning						•	•						
A.37	Evaluate options for continued venture involvement						•						•	
A.38	Develop exit strategies												•	•

A Correlation between: JA Company Program®- Blended and National Content Standards for Entrepreneurship Education 2016	Meeting One: Start a Business	Meeting Two: Fill a Need	Meeting Three: Vet the Venture	Meeting Four: Create a Structure	Modina Circ. Circle the Business
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Meeting Five: Launch the Business Meetir

Meeting Six through Elven: Run the Business

Topic: Capitalization

Topic: Management and Leadership Topic: Finance

Topic: Marketing

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Sales	
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Meeting Twelve: Liquidate the Company

Meeting Thirteen: Create a Personal Action Plan

В	Entrepreneurial	Traits/Behaviors
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	Entropronounal Traito/Bonavioro										
B.01	Demonstrate honesty and integrity					•		•			
B.02	Demonstrate responsible behavior				•	•		•			
B.03	Demonstrate initiative					•		•			
B.05	Exhibit passion for goal attainment					•		•			
B.06	Recognize others' efforts				•	•		•			
B.07	Lead others using positive statements				•	•		•			
B.08	Develop team spirit				•	•		•			
B.09	Enlist others in working toward a shared vision					•		•			
B.10	Share authority, when appropriate					•		•			
B.11	Value diversity				•	•					
B.12	Describe desirable entrepreneurial personality traits	•						•			
B.13	Determine personal biases and stereotypes	•									
B.14	Determine interests	•									
B.15	Evaluate personal capabilities	•						•			
B.16	Conduct self-assessment to determine entrepreneurial potential	•									
B.19	Make decisions		•		•	•		•			
B.20	Develop an orientation to change		•	•		•					
B.21	Demonstrate problem-solving skills			•		•					
B.22	Assess risks					•					
B.23	Assume personal responsibility for decisions					•		•			
B.28	Set personal goals					•				'	•

Business Foundations

C.01	Explain the role of business in society		•								
C.02	Describe types of business activities		•	•							
C.03	Explain types of businesses		•	•	•						
C.07	Describe the role of management in the achievement of quality							•			
C.11	Describe marketing functions and related activities				•				•		
C.12	Explain the nature and scope of operations management			•	•				•		
C.13	Explain the concept of management			•	•			•			ı
C.14	Explain the concept of financial management			•	•		•				
C.15	Explain the concept of human resource management			•	•						
C.16	Explain the concept of risk management			•		•					



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Meeting Three: Vet the Venture

Meeting Five: Launch the Business Meeting Four: Create a Structure

Meeting Six through Elven: Run the Business

Fopic: Management and Leadership **Fopic:** Capitalization **Fopic:** Finance

Topic: Marketing

Topic: Supply Chain

Topic: Sales

Meeting Twelve: Liquidate the Company

Meeting Thirteen: Create a Personal Action Plan

Communications and Interpersonal Skills

D.01	Explain the nature of effective communications	•		•	•	•		•			
D.02	Apply effective listening skills	•		•	•	•	•	•			
D.03	Use proper grammar and vocabulary			•	•	•	•	•			
D.04	Reinforce service orientation through communication					•		•			
D.05	Explain the nature of effective verbal communications					•		•			
D.06	Address people properly				•	•		•			
D.08	Make oral presentations		•		•	•		•			
D.14	Prepare simple written reports					•				•	
D.15	Prepare complex written reports					•				•	
D.17	Follow directions					•				•	
D.18	Explain the nature of staff communication			•		•		•			
D.19	Give directions for completing job tasks					•		•			
D.20	Conduct staff meetings					•		•			

Digital Skills

	Digital Skills								
E.01	Use basic computer terminology		•	•	•				
E.02	Apply basic commands of operating system software		•	•	•				
E.03	Employ desktop operating skills		•	•	•				
E.04	Determine file organization			•	•				
E.05	Demonstrate system utilities for file management			•	•				
E.07	Use reference materials to access information			•	•				
E.08	Use menu systems			•	•				
E.11	Demonstrate basic search skills on the Web			•	•				
E.17	Explain the nature of e-commerce						•		
E.18	Describe the impact of the Internet on business						•		1



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н	Professional Development														
H.01	Evaluate career opportunities based on current/future economy														•
H.02	Analyze employer expectations in the business environment														•
H.04	Select and use sources of career information														•
H.05	Determine tentative occupational interest														•
H.06	Explain employment opportunities in entrepreneurship														•
H.07	Utilize job-search strategies														•
H.13	Describe techniques for obtaining work experience														•
H.14	Explain the need for ongoing education as a worker														•
H.18	Use networking techniques for professional growth														•
<u> </u>	Financial Management														
1.02	Prepare estimated/projected income statement					•	•		•						
1.03	Estimate cash-flow needs					•	•	•							
1.04	Prepare estimated/projected balance sheet					•	•	•	•						
1.05	Calculate financial ratios					•	•								
1.08	Explain the purposes and importance of obtaining business credit							•							
1.09	Make critical decisions regarding acceptance of bank cards							•							
1.13	Explain the nature of overhead/operating expenses				•	•	•	•	•						
1.14	Determine financing needed to start a business				•	•	•	•							
I.16	Explain sources of financial assistance							•							
1.17	Explain loan evaluation criteria used by lending institutions							•							
I.18	Select sources of business loans							•							
1.19	Establish relationship with financial institutions							•							
1.22	Establish financial goals and objectives				•	•	•	•							
1.23	Develop and monitor budget						•	•							
1.24	Manage cash flow				•	•	•	•							
1.25	Explain the nature of capital investment				•	•	•	•	•						
1.28	Supervise/implement regular accounting procedures and financial reports						•		•						
J	Human Resource Management														
J.01	Develop a personnel organizational plan					•	•			•					
J.02	Develop job descriptions						•			•					
J.03	Develop compensation plan/incentive systems						•			•					
J.04	Organize work/projects for others						•			•					
J.05	Delegate responsibility for job tasks		_		_	•	•			•					
J.21	Build organizational culture						•			•					
J.22	Assess employee morale						•								
J.23	Provide feedback on work efforts						•		ı		l				4



J.24 Assess employee performance

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I/ Information Management														
K Information Management				_						1		_		_
K.01 Explain the nature of business records						•		•				\vdash		
K.02 Maintain record of daily financial transactions K.03 Record and report sales tax						•		•				-		\vdash
K.04 Develop payroll record keeping system						•		•				\vdash		
K.05 Maintain personnel records						•		•				\vdash		
K.06 Maintain customer records						H		•			•			
<u> </u>														
L Marketing Management		_	1	_								_		
L.01 Explain methods to generate a product/service idea		•												
L.02 Generate product/service ideas		•							•	•	•			
L.04 Determine product vendor/service to fill customer need		•	•							•	•	_		
L.05 Determine initial feasibility of product/service ideas		•	•							•	•	<u> </u>		
L.06 Plan product/service mix										•		\vdash		
L.07 Choose product name		•		•						•	•	\vdash		
L.09 Determine unique selling proposition L.09 Develop strategies to position product/service		•		_						 	•	<u> </u>		
L.10 Develop strategies to position product/service L.10 Build brand/image						•				+		\vdash		
L.11 Evaluate customer experience						•				•	•	\vdash		
L.12 Explain the concept of market and market identification						Ť				•		-		
L.14 Determine market segments										Ť	•	-		
L.15 Select target markets						•					•	-		
L.16 Conduct market analysis						•								
L.17 Explain the concept of marketing strategies						Ť				•	•			
L.18 Describe the nature of marketing planning										•	•			
L.19 Set a marketing budget						•			•					
L.20 Develop marketing plan						•				•	•			$\vdash \vdash$
L.21 Monitor and evaluate performance of marketing plan						•				•	•			\vdash
L.22 Describe the elements of the promotional mix										•				
L.23 Calculate advertising media costs				•	•	•			•	•				
L.24 Select advertising media				•	•	•			•	•	•			
L.29 Select sales-promotion options				•	•	•					•			
L.30 Write sales letters											•			
L.32 Evaluate effectiveness of advertising						•					•			
L.33 Calculate breakeven point								•						
L.34 Explain factors affecting pricing decisions								•						
L.35 Establish pricing objectives								•						
L.36 Select pricing strategies				•	•									
L 27 Cot prices								1		ı		4		4



L.37 Set prices

L.38 Adjust prices to maximize profitability

L.39 Acquire product information for use in selling

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L.40	Analyze product information to identify product features and benefits										•	•			
L.41	Prepare for the sales presentation						•				•	•			
L.42	Establish relationship with client/customer						•				•	•			
L.43	Determine customer/client needs						•				•	•			
L.44	Determine customer's buying motives for use in selling						•				•	•			
L.45	Differentiate between consumer and organizational buying behavior											•			
L.46	Recommend specific product										•	•			
L.47	Convert customer/client objections into selling points										•	•			
L.48	Close the sale						•				•	•			
L.49	Demonstrate suggestion selling						•				•	•			
L.50	Plan follow up strategies for use in selling						•					•			
L.51	Process sales documentation						•					•			
L.52	Prospect for customers						•					•			
L.53	Plan strategies for meeting sales quotas						•					•			
L.54	Analyze sales reports						•					•			
L.55	Train staff to support sales efforts						•					•			
L.56	Analyze technology for use in the sales function						•					•			
M	Operations Management														
M.01	Plan business layout				•	•				•					
M.02	Determine equipment needs				•		•			•					
M.03	Document business systems and procedures					•	•			•					
M.04	Establish operating procedures					•	•			•					
M.05	Develop project plans					•	•			•					
M.06	Analyze business processes and procedures					•	•			•					
M.07	Implement quality improvement techniques						•			•			•		
M.08	Evaluate productivity of resources									•					
M.10	Select business location				•	•	•			•					
M.11	Select distribution channels				•	•	•						•		
M.12	Develop and implement order-fulfillment processes				•	•	•						•		
_	Explain the buying process				•	•	•						•		
M.14	Describe the nature of buyer reputation and vendor relationships												•		
M.15	Establish company buying/purchasing policies				_		_						•		\vdash
M.16	Conduct vendor search				•	•	•						•		\square
	Choose vendors				•	•	•						•		\vdash
	Negotiate contracts with vendors				•	•	•						•		$\vdash \vdash$
M.19	Place orders				•	•	•						•		\vdash
M.20	Barter with vendors				•	•	•						•		$\vdash\vdash$
M.21	Schedule staff Maintain inventory of products/supplies												•		$\vdash\vdash$
M.22	Maintain inventory of products/supplies Organize shipping/resolving												•		$\vdash\vdash$
ıvı.∠3	Organize shipping/receiving														ш



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Meeting Six through Elven: Run the Business

Topic: Capitalization

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Topic: Manageme Topic: Marketing Topic: Sales
Topic: Supply Chain

Meeting Twelve: Liquidate the Company

Meeting Thirteen: Create a Personal Action Plan

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N.10	Establish safety policies and procedures		•			•		•		
N.14	Explain legal issues affecting businesses		•			•				
N.15	Protect intellectual property rights		•			•				
N.16	Select form of business ownership		•			•				
N.17	Obtain legal documents for business operations		•			•				
N.18	Describe the nature of businesses' reporting requirements					•			•	
N.20	Implement workplace regulations (including OSHA, ADA)		•			•				
N.21	Develop strategies for legal/government compliance		•			•				

Strategic Management

0.02	Conduct competitive analysis		•	•	•					
0.04	Develop company goals/objectives			•	•					
0.05	Develop business mission		•	•	•		•			
0.06	Forecast income/sales				•	•		•		
0.07	Conduct break-even analysis				•	•				
0.08	Develop action plans				•		•			
O.09	Develop business plan			•	•		•			
0.10	Use budgets to control operations				•	•				
0.11	Develop expense-control plans				•	•				
0.12	Analyze cash-flow patterns				•	•				
0.13	Interpret financial statements				•	•				
0.14	Analyze operating results in relation to budget/industry				•					
0.15	Track performance of business plan				•					

