Overview

Junior Achievement programs offer a multidisciplinary approach that connects learning across social studies disciplines, such as economics, geography, history, government, and civics, while incorporating mathematical concepts and reasoning and language arts skills. By design, JA Programs incorporate grade level reading, speaking, and listening skills in all programs and many programs at the High School grade level also offer opportunities to do research, use technology for writing and responding, and practice presentation skills, all while supporting the JA Pillars of Financial Literacy, Work and Career Readiness and Entrepreneurship.

In this document, Junior Achievement programs are correlated to South Carolina Academic Standards for Social Studies, ASCA Student Standards: Mindsets & Behaviors, Keys to Employability and South Carolina English Language Arts and Math standards. This list is not meant to be exhaustive or intended to suggest that a JA program will completely address any given standard but is designed to show how it can enhance or complement efforts to do so. The flexibility of the programs and supplementary materials allow specific content or skills to be addressed in depth by the teacher and/or business volunteer as needed. Alternate delivery methods, such as remote digital delivery and student self-guided options, cover the same learning objectives for social studies standards and the JA Pathway Competencies. However, the varied implementation models may cause slight variation in English Language Arts and Mathematics correlations.

High School Programs

JA All About Cars™ allows students to consider their needs and wants for their first automobile.

JA Be Entrepreneurial (modular) is a reimagined, modular program that teaches students about the mindset and the skills needed for success by aspiring entrepreneurs and innovators. In JA Creative Problem Solving, students learn and apply design thinking, an innovative process for problem solving used by entrepreneurs (and intrapreneurs).

JA Career Exploration Fair™ is an event where students learn about a range of career options across multiple career clusters.

JA Career Speaker Series™ brings a volunteer guest speaker into the classroom to share information about his or her career, work, and education experience.

JA Career Success® Blended Model introduces high school students to the workplace as interns of a fictional company, Orbit Boom. They participate in realistic work experiences in multiple departments and concentrate on soft skills and business best practices in the context of realistic scenarios and assignments through both digital and in-class implementation and optional self-guided modules.

JA Company Program® 2.0 empowers high school students to fill a need or solve a problem in their community and teaches them practical skills required to conceptualize, capitalize, and manage their own business venture.

JA Company Program® Pop Up teaches students how to plan, launch, and operate their own business venture within a structured, guided experience. Throughout the start-up process, students collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills. (Grades 6-12)

JA Excellence Through Ethics™ affords students the opportunity to learn the importance of ethics and ethical decision-making and how ethical and unethical choices affect everyone in a community.

JA High School Heroes™ provides leadership development opportunities to high school students who deliver JA programs in elementary schools.
JA Inspire Virtual® is more than a career fair, it brings together the business community and local schools and is designed to help launch students into their futures: high school, college, and careers beyond. Within the virtual experience, students attend webinars and presentations, explore career booths, and interact with career speakers. (Grades 9-12)

JA It's My Job (Soft Skills)™ (Soft Skills) will help students understand the value of professional communication and soft skills, making them more employable to future employers across multiple career clusters.

JA Job Shadow ™ Blended Model is a comprehensive experience that helps students design an individualized career path. Supporting blended as well as self-guided activities, JA Job Shadow provides a design-thinking structure for career exploration.

JA Launch Lesson™ is a point-of-entry program delivered by community entrepreneurs. Students gain firsthand knowledge about starting a business and the entrepreneurial journey.

JA Personal Finance® allows students to experience the interrelationship between today’s financial decisions and future financial freedom.

JA Take Stock in Your Future™ helps students discover the benefits and challenges of investing in the stock market as part of a broader, long-term investment strategy and the risks and rewards of trading.

JA Titan® Blended Model is a simulation-based program in which high school students compete as business CEOs in the phone industry, experiencing firsthand how an organization makes decisions.
# JA All About Cars

## Session Description

**Session One: All About Cars**

JA All About Cars introduces students to the essential costs related to buying and operating a first car and offers tips on being a smart consumer when purchasing a vehicle. In this volunteer-led session, students will consider their needs and wants to make a real-world connection to the car-buying experience to help motivate them to make good financial decisions when buying or leasing.

**Students will:**
- Assess their driving needs
- Prioritize the car features that best meet their needs
- Compare the advantages of buying versus leasing a car
- Identify a car that meets their driving needs

## Social Studies Standards

**Economics and Personal Finance**

EPF.1.E Examine how scarcity of time and resources necessitates decision-making.

**Employability Keys**

2. Thinking Skills
   - Valued workers
   - Reason and make objective judgments

## ASCA Student Standards

B-LS 1. Critical thinking skills to make informed decisions.
B-SS 1. Effective oral and written communication skills and listening skills.
B-SMS 4. Delayed gratification for long-term rewards

## Common Core ELA

- English 1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.R.1.1a
  - ELA.E1.R.1.1b
  - ELA.E1.R.1.1d
  - ELA.E1.C.8.1a
  - ELA.E1.C.8.1b

- English 3-4
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.R.1.1a
  - ELA.E3.R.1.1b
  - ELA.E3.R.1.1d
  - ELA.E3.C.8.1a
  - ELA.E3.C.8.1b
## Creative Problem Solving

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
</table>
| **Session One: Identifying the Problem**  
Students are oriented to problem/solution thinking practices and introduced to the Design Thinking process of creative problem solving. They explore the first step (Empathize) that teaches them to look at problems as human-centered, from the customer’s perspective.  
**Students will:**  
- Describe how brainstorming several ideas and then picking the best options will lead to creative problem solving.  
- Describe the Design Thinking model and the steps involved in the process.  
- Describe the advantages of applying the Design Thinking model to new ideas or problem solving.  
- Describe the Empathize step in the Design Thinking model.  
- Demonstrate how an empathy map can be used to identify a user’s needs.  
| **Economics and Personal Finance**  
Economics and Personal Finance  
EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.  
**Employability Keys**  
2. Thinking Skills Valued workers:  
  □ Are creative and innovative  
| B-SMS 1. Responsibility for self and actions.  
B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 2. Creative approach to learning, tasks and problem solving  
B-SS 4. Empathy  
| **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b  
ELA.E1.C.9.1a  
| **Session Two: Exploring Solutions**  
Students focus on the second and third steps of the Design Thinking process (Define and Ideate). They summarize the root cause of the issue in a problem statement and then use brainstorming techniques to generate viable ideas as solutions.  
**Students will:**  
- Describe the Define step in the Design Thinking model.  
- Demonstrate how to write a short, clear problem statement that reflects the problem to be solved.  
- Describe the Ideate step in the Design Thinking model.  
- Apply ideation methods by brainstorming ideas in a fast-paced activity.  
| **Economics and Personal Finance**  
Economics and Personal Finance  
EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.  
**Employability Keys**  
2. Thinking Skills Valued workers:  
  □ Are creative and innovative  
  □ Plan and organize work  
  □ Make informed decisions  
  □ Solve problems  
| B-LS 1. Critical thinking skills to make informed decisions  
B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 2. Creative approach to learning, tasks and problem solving  
B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them  
| **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.1.1  
ELA.E1.C.1.1c  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b  
ELA.E1.C.9.1a  
| **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.1.1  
ELA.E3.C.1.1c  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b  
ELA.E3.C.9.1a |
# Creative Problem Solving

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Three: Prototyping the Solution</strong>&lt;br&gt;Students use rapid prototyping techniques to create an inexpensive model of their solution for customer review and feedback. This process teaches the importance of keeping customers involved in the process without large investments of time or money.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Describe the Prototype step in the Design Thinking model.&lt;br&gt;• Construct a prototype based on a problem statement and a brainstormed solution to the problem.</td>
<td><strong>Economics and Personal Finance</strong>&lt;br&gt;EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.&lt;br&gt;<strong>Employability Keys</strong>&lt;br&gt;5. Job-Related Skills&lt;br&gt;Valued workers:&lt;br&gt;□ Care for tools and materials&lt;br&gt;□ Complete work on time&lt;br&gt;□ Follow directions</td>
<td>B-LS 1.Critical thinking skills to make informed decisions&lt;br&gt;B-SS 1.Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 2.Creative approach to learning, tasks and problem solving&lt;br&gt;B-SS 2.Positive, respectful and supportive relationships with students who are similar to and different from them</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;ELA.E1.C.9.1a&lt;br&gt;&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b&lt;br&gt;ELA.E3.C.9.1a</td>
</tr>
<tr>
<td><strong>Session Four: Testing the Solution</strong>&lt;br&gt;Students devise testing plans to validate the design and function of their prototyped ideas with customer participants. User testing emphasizes the importance of ongoing improvement cycles in the Design Thinking model.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Define the Test step in the Design Thinking model.&lt;br&gt;• Develop a testing plan for a given product and target audience.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;4. Basic Skills&lt;br&gt;Valued workers:&lt;br&gt;□ Ask questions and listen well&lt;br&gt;□ Express themselves clearly&lt;br&gt;□ Read and understand written information</td>
<td>B-LS 1.Critical thinking skills to make informed decisions&lt;br&gt;B-SS 1.Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 9.Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias</td>
<td>English 1-2&lt;br&gt;ELA.E1.R.1.1a&lt;br&gt;ELA.E1.R.1.1b&lt;br&gt;ELA.E1.R.1.1d&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.R.1.1a&lt;br&gt;ELA.E3.R.1.1b&lt;br&gt;ELA.E3.R.1.1d&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b</td>
</tr>
</tbody>
</table>
Session Description | Academic Standards | ASCA Student Standards | South Carolina ELA |
---|---|---|---|
**Session Five: Applying Design Thinking (Optional, Self-Guided)**<br>Students complete a cumulative Design Thinking project to demonstrate comprehension and execution of the creative problem-solving process.<br><br**Students will:**<br>- Use the Design Thinking model to create a solution to an identified problem.<br>- Produce an artifact for each step of the Design Thinking process to demonstrate their work.<br>**Economics and Personal Finance**<br>EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.<br><br**Employability Keys**<br>2. Thinking Skills<br>Valued workers:<br>□ Are creative and innovative<br>□ Reason and make objective judgments<br>□ Plan and organize work<br>□ Make informed decisions<br>□ Solve problems

B-LS 1.Critical thinking skills to make informed decisions<br>B-SS 1.Effective oral and written communication skills and listening skills<br>B-LS 6.High-quality standards for tasks and activities

English 1-2<br>ELA.E1.R.1.1a<br>ELA.E1.R.1.1b<br>ELA.E1.R.1.1d<br>ELA.E1.C.2.1<br>ELA.E1.C.7.1b

English 3-4<br>ELA.E3.R.1.1a<br>ELA.E3.R.1.1b<br>ELA.E3.R.1.1d<br>ELA.E1.C.7.1b
# JA Be Entrepreneurial

## Think Like an Entrepreneur

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session One: Developing a Mindset</strong>&lt;br&gt;Students are introduced to entrepreneurship and the characteristics of a mindset that promote success in their personal and professional lives. Students will:&lt;br&gt;• Define entrepreneurship and some key qualities of entrepreneurs.&lt;br&gt;• Differentiate and describe the important components of a positive, growth mindset from a fixed mindset as a foundation of entrepreneurship.&lt;br&gt;• Define the entrepreneurial mindset.&lt;br&gt;• Describe the key characteristics of a successful entrepreneur’s mindset.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;1. Personal Qualities&lt;br&gt;Valued workers:&lt;br&gt;☐ Are honest and motivated ☐ Exhibit a good attitude&lt;br&gt;☐ Have personal and career goals</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b</td>
</tr>
<tr>
<td><strong>Session Two: Assessing Entrepreneurial Potential</strong>&lt;br&gt;Students demonstrate their understanding of the entrepreneurial characteristics by identifying prevalent skills in scenarios. Then, they complete an introspective personal assessment about their entrepreneurial potential. Students will:&lt;br&gt;• Analyze the characteristics of the entrepreneurial mindset.&lt;br&gt;• Evaluate personal entrepreneurial strengths and areas for refinement using an entrepreneurial potential self-assessment.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;1. Personal Qualities&lt;br&gt;Valued workers:&lt;br&gt;☐ Have confidence in themselves&lt;br&gt;☐ Adapt to change</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-SMS 6. Ability to identify and overcome barriers</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b</td>
</tr>
</tbody>
</table>
| **Session Three: Creating an Entrepreneurial Action Plan (Optional, Self-Guided)**<br>Students craft a personal action plan to start thinking like an entrepreneur in their daily life and career aspirations. Students will:<br>• Evaluate the results of the entrepreneurial mindset self-assessment.<br>• Develop a personal action plan that includes goal setting to strengthen aspects of an entrepreneurial mindset. | **Economics and Personal Finance**<br>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]
B-SMS 6. Ability to identify and overcome barriers
B-LS 4. Self-motivation and self-direction for learning
B-LS 3. Time-management, organizational and study skills
### Rapid Business Planning

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planning with the Customer in Mind</strong></td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students are introduced to lean business</td>
<td></td>
<td>2. Thinking Skills</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>planning and focus on the customer-focused</td>
<td></td>
<td>□ Are creative and innovative</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>segments of the Lean Canvas. They identify</td>
<td></td>
<td>□ Reason and make objective</td>
<td>ELA.E1.C.8.1a</td>
</tr>
<tr>
<td>customer segments, the problem to be</td>
<td></td>
<td>□ Plan and organize work</td>
<td>ELA.E1.C.8.1b</td>
</tr>
<tr>
<td>solved, and the intended solution.</td>
<td></td>
<td></td>
<td>English 3-4</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td>• Identify the purpose of a business</td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td>plan.</td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a</td>
</tr>
<tr>
<td>• Describe the key elements of the lean</td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1b</td>
</tr>
<tr>
<td>business plan model.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• State the problem to be solved in the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lean Canvas as a customer-centered</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>problem statement.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Identify the customers in the target</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>audience for the proposed product or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>service.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Identify the solution that answers the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>problem statement.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Summarizing the Customer Elements</strong></td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students learn about customer</td>
<td></td>
<td>3. Working With Other People</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>communication channels and the most</td>
<td></td>
<td>Valued workers:</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>effective practices for reaching</td>
<td></td>
<td>□ Accept authority and supervised</td>
<td>ELA.E1.C.8.1a</td>
</tr>
<tr>
<td>their customers. Then, they practice</td>
<td></td>
<td>□ Are team players</td>
<td>ELA.E1.C.8.1b</td>
</tr>
<tr>
<td>completing the customer elements of the</td>
<td></td>
<td>□ Are friendly, cooperative, and tactful</td>
<td>English 3-4</td>
</tr>
<tr>
<td>lean business plan using an original or</td>
<td></td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td>supplied idea.</td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a</td>
</tr>
<tr>
<td>• Define channels as they relate to</td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1b</td>
</tr>
<tr>
<td>business planning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Differentiate uses of each channel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>based on situations/context</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice the lean business planning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>process by applying information to the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem, Customer Segments, Solution,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and Channels sections of the Lean Canvas.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Rapid Business Planning

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
</table>
| **Formulating the Finances:** Students focus on financial elements of the Lean Canvas, including cost structure, pricing, and revenue streams. Then, they identify what metrics are key to gauge the performance and health of the venture. Students will:  
  • Identify the cost structure for a product/service by listing associated fixed and variable costs.  
  • Determine the appropriate price for a product/service given data about the associated costs, breakeven point, and desired profitability. Recognize the revenue streams that will generate profitability for a product or service.  
  • Explain how key metrics help determine the success of a product/service and impact the business decisions made about it. | **Employability Keys**  
3. **Thinking Skills**  
Valued workers: □ Plan and organize work □ Make informed decisions □ Solve problems  
4. **Basic Skills**  
Valued workers: □ Do basic computations and solve math problems | B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 5. Media and technology skills to enhance learning  
B-SS 6. Effective collaboration and cooperation skills  
B-SS 7. Leadership and teamwork skills to work effectively in diverse groups | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
| **Conveying the Business’s Value:** Students identify the business’s unique value and competitive advantage to convey its “edge.” Then, they practice writing compelling unique value proposition (UVP) statements and identifying the business’s competitive advantage. Students will:  
  • Describe the process used to convey the unique value proposition of a business idea.  
  • Identify what competitive (or unfair) advantage is as it relates to a lean business plan. | **Employability Keys**  
4. **Basic Skills**  
Valued workers: □ Ask questions and listen well □ Express themselves clearly □ Read and understand written information □ Write well to communicate ideas and information | B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 5. Media and technology skills to enhance learning  
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.1.1  
ELA.E1.C7.1a-b  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.1.1  
ELA.E3.C7.1a-b  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
## Rapid Business Planning

<table>
<thead>
<tr>
<th>Session Description</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students practice completing the marketing and financial elements of the lean business plan using an original or supplied idea. Then, they review the importance of testing the business plan for ongoing refinement. Students will:</td>
<td></td>
<td>English 3-4 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.2.1 ELA.E3.C7.1a-b ELA.E3.C8.1a ELA.E3.C8.1b</td>
</tr>
<tr>
<td></td>
<td>• Practice the lean business planning process by applying information to the Cost Structure, Revenue Streams, Key Metrics, Unique Value Proposition, and Competitive (Unfair) Advantage sections of the Lean Canvas</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Describe the importance of testing and validating the assumptions and ideas that frame a business plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Students construct a lean business plan with an original idea using the Lean Canvas to demonstrate comprehension and execution of business planning. Students will:</td>
<td></td>
<td>English 3-4 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.2.1 ELA.E3.C7.1a-b ELA.E3.C8.1a ELA.E3.C8.1b</td>
</tr>
<tr>
<td></td>
<td>• Produce a lean business plan in the Lean Canvas template using the identified problem or a startup business idea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Description</td>
<td>Social Studies Standards and Employability</td>
<td>ASCA Student Standards</td>
<td>South Carolina ELA</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------</td>
<td>------------------------</td>
<td>-------------------</td>
</tr>
</tbody>
</table>
| **Session One: Before the Fair** | Financial Literacy | B-SMS 1. Responsibility for self and actions | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions. | B-SS 1. Effective oral and written communication skills and listening skills | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | **Employability ASCA Student Standards** | B-LS 2. Creative approach to learning, tasks and problem solving | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | **Students will:** | B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | • Define careers | | |
|  | • Differentiate among abilities, interests, work preferences, and values | | |
|  | • Identify their personal characteristics | | |
| **Session Two: Day of the Fair** | Financial Literacy | B-SS 1. Effective oral and written communication skills and listening skills | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions. | B-LS 3. Time-management, organizational and study skills | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | **Employability Keys** | B-SMS 3. Independent work | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | 3. Working With Other People | B-SS 3. Positive relationships with adults to support success | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | Valued workers: | B-LS 10. Participation in enrichment and extracurricular activities | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | □ Can lead and teach others | B-SMS 10. Ability to manage transitions and adapt to change | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | □ Respect the rights and property of others | □ Perseverance to achieve long- and short-term goals | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | 4. Basic Skills Valued workers: | □ Long- and short-term academic, career and social/emotional goals | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | □ Ask questions and listen well | | |
|  | □ Express themselves clearly | | |
| **Session Three: After the Fair** | Economics and Personal Finance | -SS 1. Effective oral and written communication skills and listening skills | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.] | B-LS 4. Self-motivation and self-direction for learning | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | **Employability Keys** | B-SS 6. Effective collaboration and cooperation skills | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
|  | 1. Personal Qualities | B-SMS 5. Perseverance to achieve long- and short-term goals | **English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.C.8.1a  
ELA.E3.C.8.1b |
|  | Valued workers: | B-LS 7. Long- and short-term academic, career and social/emotional goals | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.C.8.1a  
ELA.E1.C.8.1b |
<p>|  | □ Are honest and motivated | | |
|  | □ Exhibit a good attitude | | |
|  | □ Have personal and career goals | | |</p>
<table>
<thead>
<tr>
<th>Session One: Before the Event</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students research the visiting career speaker and his or her company, and prepare questions for the speaker event.</td>
<td></td>
<td>B-SMS 1. Responsibility for self and actions</td>
<td>English 1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.8.1a ELA.E1.C.8.1b</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 3-4 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.8.1a ELA.E3.C.8.1b</td>
</tr>
<tr>
<td>• Identify skills and interests.</td>
<td></td>
<td>B-LS 2. Creative approach to learning, tasks and problem solving</td>
<td></td>
</tr>
<tr>
<td>• Recognize Career Clusters</td>
<td></td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td></td>
</tr>
<tr>
<td>• Recall future high-demand occupations</td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Employability Keys</strong></td>
<td></td>
<td>1. <strong>Personal Qualities</strong></td>
<td>B-LS 1. Responsibility for self and actions</td>
</tr>
<tr>
<td>Value workers:</td>
<td></td>
<td>□ Are honest and motivated</td>
<td>English 1-2 ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>□ Exhibit a good attitude</td>
<td></td>
<td>□ Have personal and career goals</td>
<td>ELA.E1.C.8.1a</td>
</tr>
<tr>
<td>□ Have confidence in themselves</td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. <strong>Working With Other People</strong></td>
<td>B-LS 3. Time-management, organizational and study skills</td>
</tr>
<tr>
<td>Value workers:</td>
<td></td>
<td>□ Respect the rights and property of others</td>
<td>ELA.E1.C.8.1b</td>
</tr>
<tr>
<td>□ Accept and give constructive criticism</td>
<td></td>
<td>□ Respect diversity</td>
<td>ELA.E1.C.8.1b</td>
</tr>
<tr>
<td>□ Basic Skills Value workers:</td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>B-SS 10. Participation in enrichment and extracurricular activities</td>
</tr>
<tr>
<td>□ Ask questions and listen well</td>
<td></td>
<td>4. <strong>Basic Skills</strong></td>
<td>B-SMS 3. Independent work</td>
</tr>
<tr>
<td>□ Express themselves clearly</td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>B-SS 10. Ability to manage transitions and adapt to change</td>
</tr>
<tr>
<td>Value workers:</td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>B-SS 6. Effective collaboration and cooperation skills</td>
</tr>
<tr>
<td>□ Show initiative</td>
<td></td>
<td>1. <strong>Personal Qualities</strong></td>
<td>B-SMS 5. Perseverance to achieve long- and short-term goals</td>
</tr>
<tr>
<td>□ Show pride in their work</td>
<td></td>
<td>□ Are honest and motivated</td>
<td>English 1-2 ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>□ Work well without supervision</td>
<td></td>
<td>□ Exhibit a good attitude</td>
<td>ELA.E1.C.8.1a</td>
</tr>
<tr>
<td>□ Seek help when needed</td>
<td></td>
<td>□ Have personal and career goals</td>
<td>ELA.E1.C.8.1b</td>
</tr>
<tr>
<td><strong>Employability Keys</strong></td>
<td></td>
<td><strong>Employability Keys</strong></td>
<td>ELA.E1.C.9.1a-ELA.E1.C.9.1b</td>
</tr>
<tr>
<td><strong>Employability Keys</strong></td>
<td></td>
<td>7. <strong>Workplace Know-How</strong></td>
<td><strong>Employability Keys</strong></td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Session One: Get Hired—Critical Thinking and Creativity</strong>&lt;br&gt;Students are introduced to the need to be work ready by developing the 4 C’s skills that employers want from people entering the workforce. Students apply critical-thinking skills and creativity to solve problems in real-life work scenarios.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;- Use a problem-solving technique to solve personal and professional problems&lt;br&gt;- Apply critical-thinking skills to work-based problems&lt;br&gt;- Recognize that decisions made in the workplace have consequences</td>
<td>NA</td>
<td>B-LS 1. Critical thinking skills to make informed decisions&lt;br&gt;B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 2. Creative approach to learning, tasks and problem solving</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.C.7.1a-b&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Session Two: Get Hired—Communication and Conflict-Management Skills</strong>&lt;br&gt;Students apply communication skills to resolve conflicts in work-based scenarios. They role-play conflicts and conflict management and explore behaviors that inflame conflict and behaviors that lead to resolution.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;- Recognize common responses to conflict&lt;br&gt;- Apply conflict-management skills to resolve work-based issues</td>
<td>NA</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 2. Creative approach to learning, tasks and problem solving&lt;br&gt;B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.1&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.C.7.1a-b&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.5.1&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.C.7.1a-b&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b</td>
</tr>
<tr>
<td><strong>Session Three: Get Hired—Collaboration and Creativity</strong>&lt;br&gt;Students practice collaboration, a 4 C’s skill, by using a team-building model referred to as the GRPI (Goals, Roles and Responsibilities, Processes, and Interpersonal Relationship Skills). The model describes the behaviors found in high-performance teams in the workplace.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;- Demonstrate collaboration with team members to accomplish work-based challenges&lt;br&gt;- Recognize the components of a high-performance team</td>
<td>Economics and Personal Finance&lt;br&gt;EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]</td>
<td>B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them&lt;br&gt;B-LS 2. Creative approach to learning, tasks and problem solving&lt;br&gt;B-SS 6. Effective collaboration and cooperation skills&lt;br&gt;B-SS 9. Social maturity and behaviors appropriate to the situation and environment</td>
<td>English 1-2&lt;br&gt;ELA.E1.C.8.1a&lt;br&gt;ELA.E1.C.8.1b&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.C.8.1a&lt;br&gt;ELA.E3.C.8.1b</td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
</tbody>
</table>
| Session Four: Get Hired– Strong Soft Skills | NA | B-SMS 1. Responsibility for self and actions  
B-SS 1. Effective oral and written communication skills and listening skills  
B-SMS 2. Self-discipline and self-control | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C7.1a-b  
ELA.E1.C8.1a  
ELA.E1.C8.1b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C7.1a-b  
ELA.E3.C8.1a  
ELA.E3.C8.1b |
| Students will: | | | |
| • Identify soft skills that are in demand by employers | | | |
| • Demonstrate personal soft skills in a mock interview | | | |
| Session Five: Know Your Work Priorities | NA | B-SS 6. Effective collaboration and cooperation skills  
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary  
B-SS 9. Social maturity and behaviors appropriate to the situation and environment  
B-LS 7. Long- and short-term academic, career and social/emotional goals | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C7.1a-b  
ELA.E1.C8.1a  
ELA.E1.C8.1b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C7.1a-b  
ELA.E3.C8.1a  
ELA.E3.C8.1b |
| Students will: | | | |
| • Recognize the importance of being focused, proactive, and adaptable when exploring careers | | | |
| • Rank work environment priorities as an anchor for making career planning decisions | | | |
| Session Six: Know Who’s Hiring | NA | B-LS 7. Long- and short-term academic, career and social/emotional goals  
B-SMS 8. Balance of school, home and community activities  
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C7.1a-b  
ELA.E1.C8.1a  
ELA.E1.C8.1b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C7.1a-b  
ELA.E3.C8.1a  
ELA.E3.C8.1b |
| Students will: | | | |
| • Analyze requirements needed for high-growth industries, such as those offering STEM-related jobs | | | |
| • Identify the education and training needed to be adaptable and competitive in the job market | | | |
### Session Seven: Know Your Personal Brand

Students work in teams to rate the personal brand of candidates applying for a job by comparing cover letters, resumes, and digital profiles of the candidates.

**Students will:**
- Explore how to hunt for a job and the tools needed
- Determine choices they can make to create a positive personal brand as they build their careers

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
</table>
| **Financial Literacy**
Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions. | B-SS 1. Effective oral and written communication skills and listening skills
B-LS 2. Creative approach to learning, tasks and problem solving
B-SS 1. Effective oral and written communication skills and listening skills
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary | **English 1-2**
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.3.1
ELA.E1.C7.1a-b
ELA.E1.C.8.1a
ELA.E1.C.8.1b
**English 3-4**
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.3.1
ELA.E3.C7.1a-b
ELA.E3.C.8.1a
ELA.E3.C.8.1b

---

© 2022 Junior Achievement USA®
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to the Workplace</td>
<td>Economic and Personal Finance EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students:</td>
<td>Employability Keys Personal Qualities</td>
<td>B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them</td>
<td>ELA.E1.AOR.5.2</td>
</tr>
<tr>
<td>• Examine a company’s organizational hierarchy and cultural norms to adapt to the specific business environment.</td>
<td>□ Exhibit a good attitude</td>
<td>B-SMS 5. Perseverance to achieve long- and short-term goals</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>• Establish SMART performance goals that align with the company’s key success factors.</td>
<td>□ Have personal and career goals</td>
<td>B-LS 7. Long- and short-term academic, career and social/emotional goals</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>Students:</td>
<td>Employability Keys Personal Qualities</td>
<td>B-SMS 1. Responsibility for self and actions</td>
<td>ELA.E1.C8.1a</td>
</tr>
<tr>
<td>• Demonstrate self-direction by identifying credible sources, conducting research, and summarizing recommendations.</td>
<td>□ Have confidence in themselves</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>ELA.E1.C8.1b</td>
</tr>
<tr>
<td>• Communicate recommendations using evidence for persuasion.</td>
<td>□ Ask questions and listen well</td>
<td></td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td>□ Express themselves clearly</td>
<td></td>
<td>ELA.E3.AOR.5.2</td>
</tr>
<tr>
<td></td>
<td>□ Read and understand written information</td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td>Workplace Know-How □ Are reliable and dependable</td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td>□ Accept responsibility</td>
<td></td>
<td>ELA.E3.R.1.1a-b</td>
</tr>
<tr>
<td></td>
<td>□ Show initiative</td>
<td></td>
<td>ELA.E3.C7.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C8.1a-b</td>
</tr>
</tbody>
</table>
## JA Career Success Blended

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>South Carolina ELA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Work Smart: Planning and Remote Collaboration</strong>&lt;br&gt;Students work in groups to plan a company-wide remote meeting with a detailed timeline for the Executive team.&lt;br&gt;<strong>Students:</strong>  • Organize work priorities based on importance and urgency.  • Plan realistic pacing for tasks to self-manage time and productivity.  • Identify best practices for collaborating when working remotely.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;Personal Qualities  □ Adapt to change  □ Are flexible  Thinking Skills  □ Plan and organize work  □ Working With Other People  □ Are team players  □ Can lead and teach others  <strong>Job Related Skills</strong>  □ Complete work on time  □ Follow directions  □ Stick with a task</td>
<td><strong>B-LS 2.</strong> Creative approach to learning, tasks and problem solving  <strong>B-SMS 2.</strong> Self-discipline and self-control  <strong>B-SS 2.</strong> Positive, respectful and supportive relationships with students who are similar to and different from them  <strong>B-LS 3.</strong> Time-management, organizational and study skills  <strong>B-SMS 6.</strong> Ability to identify and overcome barriers  <strong>B-SS 6.</strong> Effective collaboration and cooperation skills</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.5.2  ELA.E1.AOR.6.1  ELA.E1.C.7.1a-b  ELA.E1.C.8.1a-b  <strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.5.2  ELA.E3.AOR.6.1  ELA.E3.R.1.1a-b  ELA.E3.C.7.1a-b  ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Conflict Resolution in the Workplace</strong>&lt;br&gt;Students role-play conflicts in the Logistics department and apply conflict management techniques through improvisation to resolve conflicts in the warehouse.&lt;br&gt;<strong>Students:</strong>  • Apply logic and reason to determine a win-win outcome for the team’s success.  • Express empathy and use active listening in a conflict resolution situation.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;Workplace Know-How  □ Are assertive when necessary  □ Are reliable and dependable  □ Accept responsibility  □ Show initiative  □ Working With Other People  □ Are team players  □ Are friendly, cooperative, and tactful  □ Can lead and teach others  □ Respect the rights and opinions of others</td>
<td><strong>B-SS 2.</strong> Positive, respectful and supportive relationships with students who are similar to and different from them  <strong>B-SMS 6.</strong> Ability to identify and overcome barriers  <strong>B-SS 6.</strong> Effective collaboration and cooperation skills  <strong>B-SMS 7.</strong> Effective coping skills  <strong>B-SS 7.</strong> Leadership and teamwork skills to work effectively in diverse groups</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.5.1  ELA.E1.AOR.6.1  ELA.E1.C.1.1  ELA.E1.C.7.1a-b  ELA.E1.C.8.1a-b  <strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.5.1  ELA.E3.AOR.6.1  ELA.E3.C.1.1  ELA.E3.C.7.1a-b  ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Workplace Creativity</strong>&lt;br&gt;Students collaborate to generate, narrow down, and elaborate on creative ideas for new products and services with the R&amp;D department.&lt;br&gt;<strong>Students:</strong>  • Invent creative and reasonable solutions using collaborative brainstorming techniques.  • Present the creative idea clearly and briefly, highlighting the solution’s features and benefits.  • Adjust the chosen solution based on business requirements and real-world limitations.</td>
<td><strong>Employability Keys</strong>&lt;br&gt;Thinking Skills  □ Are creative and innovative  Personal Qualities  □ Adapt to change  □ Are flexible  Basic Skills  □ Ask questions and listen well  □ Express themselves clearly</td>
<td><strong>B-LS 1.</strong> Effective oral and written communication skills and listening skills  <strong>B-LS 2.</strong> Creative approach to learning, tasks and problem solving  <strong>B-SMS 7.</strong> Effective coping skills  <strong>B-SS 7.</strong> Leadership and teamwork skills to work effectively in diverse groups</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.5.1  ELA.E1.AOR.6.1  ELA.E1.C.1.1  ELA.E1.C.7.1a-b  ELA.E1.C.8.1a-b  <strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.5.1  ELA.E3.AOR.6.1  ELA.E3.C.1.1  ELA.E3.C.7.1a-b  ELA.E3.C.8.1a-b</td>
</tr>
</tbody>
</table>
## Session Descriptions

### Solving Work Problems
Students analyze declining sales of a key software product. They identify the root cause and present findings to the Sales & Marketing department head.

**Students:**
- Apply analytical thinking to research and identify the root cause of an issue.
- Present a clear solution that conveys sound reasoning and directly addresses the root cause.

### Crisis Management
Students evaluate an existing contingency plan in the Production department and generate recommendations for improvement in an executive summary. They reassess their Session-One goals, and Orbit Boom hires them.

**Students:**
- Identify potential crises and plan appropriate risk responses for each situation (avoid, reduce, transfer, or accept).
- Develop recommendations to revise an existing contingency plan to prepare for future problems.
- Communicate the revised contingency plan accurately and briefly.
- Reassess the original SMART goal based on the soft skills practiced in the simulated internship.

### Economics and Personal Finance
EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**Students:**
- Apply analytical thinking to research and identify the root cause of an issue.
- Present a clear solution that conveys sound reasoning and directly addresses the root cause.

## Social Studies Standards

**CC: Communicate and Conclude:** Utilize research from a variety of sources to discuss policies and ideas in order to create a well-developed argument.

**B-SS 1.** Effective oral and written communication skills and listening skills
**B-LS 2.** Creative approach to learning, tasks and problem solving
**B-SMS 2.** Self-discipline and self-control
**B-SS 2.** Positive, respectful and supportive relationships with students who are similar to and different from them

**English 1-2**
- ELA.E1.AOR.5.1
- ELA.E1.AOR.6.1
- ELA.E1.C.1.1
- ELA.E1.C.7.1a-b
- ELA.E1.C.8.1a-b

**English 3-4**
- ELA.E3.AOR.5.1
- ELA.E3.AOR.6.1
- ELA.E3.C.1.1
- ELA.E3.C.7.1a-b
- ELA.E3.C.8.1a-b

**South Carolina ELA**

**B-SS 1.** Effective oral and written communication skills and listening skills
**B-LS 2.** Creative approach to learning, tasks and problem solving
**B-SMS 2.** Self-discipline and self-control
**B-SS 2.** Positive, respectful and supportive relationships with students who are similar to and different from them

**English 1-2**
- ELA.E1.AOR.5.1
- ELA.E1.AOR.6.1
- ELA.E1.C.1.1
- ELA.E1.C.7.1a-b
- ELA.E1.C.8.1a-b

**English 3-4**
- ELA.E3.AOR.5.1
- ELA.E3.AOR.6.1
- ELA.E3.C.1.1
- ELA.E3.C.7.1a-b
- ELA.E3.C.8.1a-b

**Economics and Personal Finance**
- ELA.E3.C.1.1
- ELA.E3.C.7.1a-b
- ELA.E3.C.8.1a-b
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meeting One: Start a Business</strong>&lt;br&gt;Students are introduced to the JA Company Program experience, explore ways to raise capital for their business venture, and analyze their personal strengths to help inform their individual roles in their company project.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Identify the JA Company Program overall objectives by reviewing the major milestones.&lt;br&gt;• Describe the importance of setting goals and developing a vision as first steps toward entrepreneurial success.&lt;br&gt;• Identify the roles and associated skill sets that are integral in a company structure. Assess personal strengths against the designated company roles to determine a potential business role.&lt;br&gt;• Identify different means by which to raise capital for a start-up business.&lt;br&gt;• Differentiate between facts and myths about entrepreneurs.&lt;br&gt;• Reflect on personal and professional vision and set some immediate goals for becoming an entrepreneur.</td>
<td><strong>Economics and Personal Finance</strong>&lt;br&gt;EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]&lt;br&gt;&lt;br&gt;<strong>Employability Keys</strong>&lt;br&gt;Personal Qualities&lt;br&gt;Valued workers:&lt;br&gt;☐ Are honest and motivated&lt;br&gt;☐ Exhibit a good attitude&lt;br&gt;☐ Have personal and career goals</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 2. Creative approach to learning, tasks and problem solving&lt;br&gt;B-SMS 2. Self-discipline and self-control&lt;br&gt;B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.8.1a-b&lt;br&gt;&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Meeting Two: Solve a Customer’s Problem</strong>&lt;br&gt;Students use creative problem solving to brainstorm ideas for a business service/product, with the goal of identifying their top choices to research.&lt;br&gt;&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Describe how brainstorming several ideas and then picking the best option will lead to creative problem solving.&lt;br&gt;• Describe the Design Thinking model and the steps involved in the process.&lt;br&gt;• Describe the advantages of applying the Design Thinking model to new ideas or problem solving.&lt;br&gt;• Describe the Empathize, Define, and Ideate steps in the Design Thinking model.&lt;br&gt;• Apply the Empathize, Define, and Ideate steps of the Design Thinking model to identify a customer need and some plausible solutions.</td>
<td><strong>Economics and Personal Finance</strong>&lt;br&gt;EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]&lt;br&gt;&lt;br&gt;<strong>Financial Literacy</strong>&lt;br&gt;Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions.&lt;br&gt;&lt;br&gt;<strong>Employability Keys</strong>&lt;br&gt;2. Thinking Skills&lt;br&gt;Valued workers:&lt;br&gt;☐ Are creative and innovative&lt;br&gt;☐ Reason and make objective judgments&lt;br&gt;☐ Plan and organize work</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 2. Creative approach to learning, tasks and problem solving&lt;br&gt;B-SS 3. Positive relationships with adults to support success&lt;br&gt;B-SS 4. Empathy</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.R.1.1&lt;br&gt;ELA.E1.R.1.1d&lt;br&gt;ELA.E1.C.7.1a-b&lt;br&gt;ELA.E1.C.8.1a-b&lt;br&gt;&lt;br&gt;English 3-4&lt;br&gt;ELA.E3.AOR.5.2&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.R.1.1&lt;br&gt;ELA.E3.R.1.1d&lt;br&gt;ELA.E3.C.7.1a-b&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
</tbody>
</table>
# JA Company Program Session Descriptions

**Meeting Three: Evaluate the Options**

Students apply their personal entrepreneurial skills while exploring good decision making and vetting the viability of a venture, using a SWOT analysis tool to narrow their decision on their company’s final product idea.

**Students will:**

- Explain why innovation is an integral factor for a company’s health and growth.
- Explain how failure leads to success and how using a growth mindset can provide the appropriate perspective in challenging situations.
- Define the entrepreneurial mindset.
- Describe the key characteristics that a successful entrepreneur embodies.
- Explain the uses and benefits of a SWOT analysis for a start-up venture.
- Apply a SWOT analysis to each product/service the company is considering.
- Define the terms pivot and persevere related to business venture startups.
- Use data to make informed decisions about the direction of the business.
- Execute a final decision about whether to proceed with the team’s chosen product/service using data-informed decision making.
- Demonstrate that entrepreneurs have accountability by completing a Product Approval application to submit to JA.

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Studies - Economics and Personal Finance</strong></td>
<td>B-LS 1. Critical thinking skills to make informed decisions</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.R.1.1&lt;br&gt;ELA.E1.R.1.1.c-d&lt;br&gt;ELA.E1.C.7.1a-b&lt;br&gt;ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 3-4&lt;br&gt;ELA.E3.AOR.5.2&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.R.1.1&lt;br&gt;ELA.E3.R.1.1.c-d&lt;br&gt;ELA.E3.C.7.1a-b&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td>EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.</td>
<td>B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias</td>
<td></td>
</tr>
<tr>
<td>EPF.1.CC Determine how society’s allocation of resources impacts economic well-being [using a production possibilities curve]</td>
<td>B-SS 6. Effective collaboration and cooperation skills</td>
<td></td>
</tr>
<tr>
<td><strong>Employability Keys</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Thinking Skills&lt;br&gt;Valued workers:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Make informed decisions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Solve problems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Working With Other People&lt;br&gt;Valued workers:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Accept authority and supervision</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Are team players</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Are friendly, cooperative, and tactful</td>
<td></td>
<td></td>
</tr>
<tr>
<td>□ Can lead and teach others</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### JA Company Program

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meeting Four: Create a Structure</strong></td>
<td>Social Studies - Economics and Personal Finance</td>
<td>B-SMS 2. Self-discipline and self-control</td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students initiate the company’s structure by establishing roles, commence planning</td>
<td>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make</td>
<td>B-SS 2. Positive, respectful and supportive relationships with students who are</td>
<td>ELA.E1.AOR.5.2</td>
</tr>
<tr>
<td>within business teams, and finalize capitalization decisions.</td>
<td>rational decisions [using marginal analysis.]</td>
<td>are similar to and different from them</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>• Explain the five functional roles of the company and the essential responsibilities</td>
<td>B-SMS 3. Independent work</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.R.1.1</td>
</tr>
<tr>
<td>of each role.</td>
<td>B-SS 3. Positive relationships with adults to support success</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.R.1.1.c-d</td>
</tr>
<tr>
<td>• Relate the sections of the Business Snapshot with the business planning information</td>
<td>Employability Keys</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.C.7.1a-b</td>
</tr>
<tr>
<td>necessary to identify for a start-up company.</td>
<td>6. Workplace Know-How Valued workers:</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td>• Evaluate personal strengths aligned to each role and select team members for</td>
<td>- Are assertive when necessary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>business teams.</td>
<td>- Are reliable and dependable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the different means for raising capital and select an option for the</td>
<td>- Accept responsibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>company’s start-up venture.</td>
<td>- Show initiative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Identify essential tasks for different roles in the startup by drafting Business</td>
<td>- Seek help when needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team task lists for each functional role.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Discuss collaboration and communication strategies within and between business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>teams.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Meeting Five: Launch the Business</strong></td>
<td>Social Studies - Economics and Personal Finance</td>
<td>B-SS 6. Effective collaboration and cooperation skills</td>
<td></td>
</tr>
<tr>
<td>Students explore corporate leadership roles and responsibilities, evaluate personal</td>
<td>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make</td>
<td>B-LS 7. Long- and short-term academic, career and social/emotional goals</td>
<td>English 3-4</td>
</tr>
<tr>
<td>leadership skills, and elect leaders for the business venture. Then, they organize</td>
<td>rational decisions [using marginal analysis.]</td>
<td>B-SS 7. Leadership and teamwork skills to work effectively in diverse groups</td>
<td>ELA.E3.AOR.5.2</td>
</tr>
<tr>
<td>their business teams, start deep dives into business team roles, and complete work on</td>
<td>B-SMS 7. Effective coping skills</td>
<td>B-SS 7. Leadership and teamwork skills to work effectively in diverse groups</td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td>the Business Snapshot and Company Charter.</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td>B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>ELA.E3.R.1.1</td>
</tr>
<tr>
<td>• Evaluate different leadership styles and the most positive leadership influence for</td>
<td>recognizing personal bias</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>ELA.E3.R.1.1.c-d</td>
</tr>
<tr>
<td>companies in different situations.</td>
<td></td>
<td>B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and</td>
<td>ELA.E3.C.7.1a-b</td>
</tr>
<tr>
<td>• Assess personal leadership styles and reflect on what considerations might be</td>
<td>recognizing personal bias</td>
<td>recognizing personal bias</td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td>important in decision making as a leader of a start-up company.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the significance of accountability as an entrepreneur and a student as it</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>relates to a company venture and JA experience.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the different leader candidates, and elect people for the company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>leadership positions.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2022 Junior Achievement USA®
## JA Company Program

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
</table>
| • Demonstrate basic business planning by completing the Business Snapshot which outlines all the key elements to launch a business.  
• Express the legal and social need for a company’s guiding principles by developing and agreeing to a company charter. | EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.] | B-LS 1. Critical thinking skills to make informed decisions  
B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 3. Time-management, organizational and study skills  
B-SS 3. Positive relationships with adults to support success  
B-LS 6. High-quality standards for tasks and activities  
B-SMS 6. Ability to identify and overcome barriers  
B-SS 6. Effective collaboration and cooperation skills  
B-SS 7. Leadership and teamwork skills to work effectively in diverse groups | English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a-b  
English 3-4  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a-b |

### Business Operations

Over the course of several meetings, students launch their business, work in their business teams to run the business, and share weekly progress with Leadership. They have access to self-guided content to support their specific roles.

**Students will:**
- Explain the five functional roles of the company and the essential responsibilities of each role.
- Describe the steps involved in a company status update report.
- Present status updates from each business team of the company.
- Identify the purpose of each element of the Finance Workbook and when each will be used in company operations.
- Establish a functional startup through completing tasks related to the management and running of their company.

### Employability Keys

**Basic Skills**
- Valued workers:
  - Ask questions and listen well
  - Express themselves clearly
  - Read and understand written information
  - Write well to communicate ideas and information
  - Do basic computations and solve math problems

### Topic: Finances (Self-Guided)

Students learn how the finance department is a vital part of an organization and review the characteristics that contribute to a strong finance team.

**Students will:**
- Describe the importance of finance in a company.
- Explain the primary tasks and responsibilities of the finance team to understand this team’s role in company operations.

### Social Studies - Economics and Personal Finance

EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

EPF.3.ER Apply the laws of supply and demand to determine how changes in market conditions affect prices.

B-LS 1. Critical thinking skills to make informed decisions  
B-SMS 1. Responsibility for self and actions  
B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 5. Media and technology skills to enhance learning  
B-SMS 5. Perseverance to achieve long- and short-term goals  
B-SS 5. Ethical decision-making and social responsibility
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students review the concept of leadership and how leaders guide organizations, discover the characteristics that foster strong leadership skills, and identify the primary responsibilities of this business role in the JA Company Program.</td>
<td></td>
<td></td>
<td>English 3-4 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Students will</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the importance of leadership and management in a company.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Explain the primary tasks and responsibilities of the Leadership and Management team to understand this team’s role in company operations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn how marketing connects the company with the customer and is really the way that a company communicates with customers and other businesses. They learn the four Ps of the marketing mix and the primary responsibilities of the Marketing team during the JA Company Program.</td>
<td></td>
<td></td>
<td>English 3-4 ELA.E3.AOR.5.2 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.R.1.1 ELA.E3.R.1.1d ELA.E3.C.7.1a-b ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Students will</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the importance of marketing in a company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Explain the primary tasks and responsibilities of the Marketing team to understand this team’s role in company operations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn how sales teams are vital to an organization and discover the primary responsibilities of the Sales team for the JA Company Program and learn tips for sales success.</td>
<td></td>
<td></td>
<td>English 3-4 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Students will</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the importance of sales in a company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Explain the primary tasks and responsibilities of the</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sales team to understand this team’s role in company operations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
</tbody>
</table>
| **Topic: Supply Chain Workflow (Self-Guided)**  
Students learn that a supply chain is the network established to gather components, manufacture a product, and distribute that product to consumers. responsibilities.  
**Students will:**  
• Describe the function of a supply chain and the purpose of each link in the supply chain as it relates to company operations. | **Social Studies - Economics and Personal Finance**  
EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.] | B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias  
B-SMS 8. Balance of school, home and community activities | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a-b  
**English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a-b |
| **Meeting Twelve: Liquidate the Company**  
Students finalize their company’s operations, initiate the steps necessary to liquidate their company’s assets, and complete the steps to close out their company.  
**Students will:**  
• Describe the liquidation process for the company and the associated tasks.  
• Demonstrate the liquidation process of a business by executing the tasks to complete the student company. | **Social Studies - Economics and Personal Finance**  
EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.] | B-SS 1. Effective oral and written communication skills and listening skills  
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary  
B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias  
B-SMS 8. Balance of school, home and community activities | **English 1-2**  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a-b  
**English 3-4**  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a-b |
| **Meeting Thirteen: Create a Personal Plan of Action**  
Students recognize the necessity of networking as an entrepreneur and work on a personal action plan to develop their personal network and to refine their entrepreneurial skills.  
**Students will:**  
• Describe the importance of networking related to your business and overall entrepreneurial success.  
• Execute an introductory plan to initiate networking by determining immediate people and organizations you can connect with.  
• Execute a personal action plan to detail the next steps you will take in your entrepreneurial journey. | **Social Studies - Economics and Personal Finance**  
EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.] | B-SS 1. Effective oral and written communication skills and listening skills  
B-LS 7. Long- and short-term academic, career and social/emotional goals  
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary  
B-SMS 8. Balance of school, home and community activities | **English 1-2**  
ELA.E1.AOR.5.2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.3.1  
ELA.E1.C.7.1a-b  
ELA.E1.C.8.1a-b  
**English 3-4**  
ELA.E3.AOR.5.2  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.3.1  
ELA.E3.C.7.1a-b  
ELA.E3.C.8.1a-b |
## JA Company Program

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meeting Fourteen: Develop an Annual Report (Optional)</strong></td>
<td><strong>Social Studies - Economics and Personal Finance</strong></td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 1-2</td>
</tr>
<tr>
<td>During this optional meeting, students create an annual report as a summary of their</td>
<td>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make</td>
<td>B-LS 7. Long- and short-term academic, career and social/emotional goals</td>
<td>ELA.E1.AOR.5.2</td>
</tr>
<tr>
<td>student company experience.</td>
<td>rational decisions [using marginal analysis.]</td>
<td>B-LS 8. Engagement in challenging coursework</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td>B-LS 10. Participation in enrichment and extracurricular activities</td>
<td></td>
<td>ELA.E1.C.2.1</td>
</tr>
<tr>
<td>• Describe an annual report and its purpose.</td>
<td></td>
<td></td>
<td>ELA.E1.C.4.1</td>
</tr>
<tr>
<td>• Develop a summary annual report project to complete the business venture experience.</td>
<td></td>
<td></td>
<td>ELA.E1.C.7.1-a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.5.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.4.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.7.1-a-b</td>
</tr>
</tbody>
</table>
### Session Descriptions

#### Session One: Pop-Up Warm-Up
This meeting introduces the Pop-Up program experience and reviews the milestones related to the project. The entrepreneurial mindset and characteristics are explored to guide students in envisioning the pop-up experience through the eyes of an entrepreneur. Finally, students review the primary business goal for the pop-up project and discuss how to set business success goals and personal growth goals.

**Students will:**
- Explain what a pop-up business is and its intended purpose.
- Document goals for the pop-up business in S.M.A.R.T. goal-writing format that reflect business planning elements.
- Recognize the entrepreneurial characteristics that an entrepreneur must possess to achieve a successful business venture.

#### Session Two: Doing the Research
This meeting focuses on the main goal for the pop-up business: making a profit. Students will examine the factors of the profit equation and learn about what they need to consider when determining a pricing strategy for achieving their goal. They also will define their target audience and explore the importance of market research for ensuring that their product meets customers’ needs. They will prepare market research surveys and conduct independent market research that they will analyze in Meeting Three.

**Students will:**
- Identify the elements of the profit equation and understand how to calculate profit.
- Explain what a target audience is.
- Recognize the importance of the customers’ wants and needs related to the business’s goals.
- Identify appropriate market research techniques to use when collecting information.

### Academic Standards

<table>
<thead>
<tr>
<th>Social Studies - Economics and Personal Finance</th>
<th>ASCA Student Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
</tr>
<tr>
<td>EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.</td>
<td>B-LS 1. Critical thinking skills to make informed decisions</td>
</tr>
</tbody>
</table>

### ASCA Student Standards

| B-LS 2. Creative approach to learning, tasks and problem solving |
| B-SS 3. Positive relationships with adults to support success |
| B-LS 7. Long- and short-term academic, career and social/emotional goals |

### SCCR ELA Standards

| English 1-2 |
| ELA.E1.AOR.5.1-2 |
| ELA.E1.AOR.6.1 |
| ELA.E1.AOR.7.1 |
| ELA.E1.C.8.1-a-b |
| English 3-4 |
| ELA.E3.AOR.5.1-2 |
| ELA.E3.AOR.6.1 |
| ELA.E3.AOR.7.1 |
| ELA.E3.C.8.1-a-b |

© 2022 Junior Achievement USA®
### Session Three: Defining the Pop-Up Structure

During this meeting, students review the market research data they have compiled and look for patterns to inform their decision making as they plan their pop-up business. Then, students explore the different roles and responsibilities of the pop-up company and evaluate their own personal skills and interests to determine what role they will assume during their pop-up experience.

**Students will:**
- Analyze market research data to make planning decisions about the pop-up business to maximize sales.
- Describe the different roles and responsibilities necessary to organize and run a pop-up business.
- Reflect on personal strengths and weaknesses to determine a personal role on the pop-up team.
- Draft a timeline of tasks and associated due dates needed to meet the company's goals.

**Social Studies - Economics and Personal Finance**

- Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**Employability Keys**

Workplace Know-How
- Value workers:
  - Are assertive when necessary
  - Are reliable and dependable
  - Accept responsibility
  - Show initiative
  - Seek help when needed
  - Notify supervisors of absences
- Work well without supervision

<table>
<thead>
<tr>
<th><strong>Session Descriptions</strong></th>
<th><strong>Academic Standards</strong></th>
<th><strong>ASCA Student Standards</strong></th>
<th><strong>SCCCR ELA Standards</strong></th>
</tr>
</thead>
</table>
| **Session Three:** Defining the Pop-Up Structure | Social Studies - Economics and Personal Finance: EPF.1.IP | B-LS 1.Critical thinking skills to make informed decisions | English 1-2  
ELA.E1.AOR.5.1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E3.R.1.1.d  
ELA.E3.C.7.1a-b  
ELA.E1.C.8.1a-b |
| | | B-SS 1.Effective oral and written communication skills and listening skills | English 3-4  
ELA.E3.AOR.5.1-2  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.R.1.1.d  
ELA.E3.C.7.1a-b  
ELA.E3.C.8.1a-b |
| | | B-LS 9.Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias |  |
| | | B-LS 3.Time-management, organizational and study skills |  |
| | EPF.3.E Apply the laws of supply and demand to determine how changes in market conditions affect prices. | B-SS 2.Creative approach to learning, tasks and problem solving |  |
| | | B-LS 5.Media and technology skills to enhance learning |  |
| | | B-LS 9.Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias |  |

### Session Four: The Ps of Pop-Up

This meeting introduces students to the Four Ps of marketing (Product, Price, Place, and Promotion), which act as the framework for their pop-up business planning tasks. Students explore which factors to consider when making the important decision of where to locate the pop-up business, and they learn about merchandising, product display, and store layout as important elements of marketing strategy to maximize sales.

**Students will:**
- Explain the importance of the four Ps of the marketing mix related to a pop-up business.
- Identify the location for the pop-up business to include dates and hours of operation for the Place “P” detail of the marketing mix.
- Design an optimal layout for a pop-up business that will maximize sales.

**Employability Keys**

Workplace Know-How
- Value workers:
  - Are assertive when necessary
  - Are reliable and dependable
  - Accept responsibility
  - Show initiative
  - Seek help when needed
### Session Five: Creating the Buzz

This meeting focuses on selecting a price for the product or service, as well as promotional strategies for attracting attention to the pop-up store. Students will determine their expenses and the revenue necessary to break even so that they can set a price for their product that will achieve their profit goal. Additionally, they will determine how to promote their business and will work on tasks for advertising.

**Students will:**

- Formulate the appropriate price for their product to achieve the pop-up store’s monetary goal.
- Design promotional strategies and materials to attract interest in the pop-up business.

**Social Studies - Economics and Personal Finance**

Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**ASCA Student Standards**

B-SS 1. Effective oral and written communication skills and listening skills
B-LS 2. Creative approach to learning, tasks and problem solving
B-LS 5. Media and technology skills to enhance learning
B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias

**SCCCR ELA Standards**

English 1-2  
ELA.E1.AOR.5.1-2  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.2.1  
ELA.E1.C.7.1a-b  
ELA.E1.C.8.1a-b

### Session Six: Open for Business!

In this meeting, students explore essential customer service and sales skills to use while their pop-up store is operating. Additionally, they review and finalize all logistics necessary to launch and open the store.

**Students will:**

- Select appropriate sales strategies to use while interacting with customers during pop-up store sales.
- Practice excellent retail customer care skills to maximize the pop-up store’s sales potential to reach its business goals.
- Resolve final logistics before launching the pop-up business, including transaction types, starting cash, inventory tracking, and staffing schedule.

**Social Studies - Economics and Personal Finance**

Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**Employability Keys**

**Basic Skills**

- Valued workers:
  - Ask questions and listen well
  - Express themselves clearly
  - Read and understand written information
  - Write well to communicate ideas and information
  - Do basic computations and solve math problems

**ASCA Student Standards**

B-LS 1. Critical thinking skills to make informed decisions
B-SS 1. Effective oral and written communication skills and listening skills
B-LS 3. Time-management, organizational and study skills
B-SS 3. Positive relationships with adults to support success
B-LS 6. High-quality standards for tasks and activities
B-SMS 6. Ability to identify and overcome barriers
B-SS 6. Effective collaboration and cooperation skills
B-SS 7. Leadership and teamwork skills to work effectively in diverse groups

**SCCCR ELA Standards**

English 1-2  
ELA.E1.AOR.6.1  
ELA.E1.C.7.1a-b  
ELA.E1.C.8.1a-b

English 3-4  
ELA.E3.AOR.5.1-2  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.2.1  
ELA.E3.C.7.1a-b  
ELA.E3.C.8.1a-b

© 2022 Junior Achievement USA® 29
### Session Descriptions

**Session Seven: Pop-Up Wrap-Up**

This meeting guides students through the final tasks necessary to close the popup business, reconcile the finances, and determine the business’s final profit. Students will use the final metrics and the intangible lessons they learned to discuss best practices for future businesses and to assess whether they achieved their business and personal goals. Finally, students deliver the pop-up store’s proceeds to their charitable recipient and celebrate their accomplishments.

**Students will:**

- Complete the tasks to calculate final sales and profit and close out the business.
- Analyze final sales information and compare it to the pop-up business’s initial profit goal.
- Assess company and personal goals to determine successes and areas for improvement.

### Academic Standards

**Social Studies - Economics and Personal Finance**

EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**Employability Keys**

**Job-Related Skills**

- Care for tools and materials
- Complete work on time
- Follow directions

**Working With Other People**

- Valued workers: Can lead and teach others
  - Respect the rights and property of others
  - Accept and give constructive criticism
  - Respect diversity

### ASCA Student Standards

B-SS 1. Effective oral and written communication skills and listening skills
B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary
B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias
B-SMS 8. Balance of school, home and community activities

### SCCCRO LA Standards

| English 1-2 | ELA.E1.AOR.6.1 | ELA.E3.C.7.1a-b | ELA.E1.C.8.1a-b |
| English 3-4 | ELA.E3.AOR.6.1 | ELA.E3.C.7.1a-b | ELA.E3.C.8.1a-b |
### Session Descriptions

**Day of the Visit**
A business professional volunteer will speak to the students about ethics and lead self-assessment and ethics scenario activities.

**Students will:**
- Define ethics.
- Evaluate personal values in ethical dilemmas.
- Articulate and identify the steps necessary to make ethical decisions.
- Recognize the importance of identifying and understanding personal values as a means of avoiding unethical choices.

### Social Studies Standards

**Economics and Personal Finance**
EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.

**Employability Keys**
Basic Skills
- Valued workers:
  - Ask questions and listen well
  - Express themselves clearly
  - Read and understand written information

**Financial Literacy**
Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions.

**Employability Keys**
- Personal Qualities
  - Valued workers:
    - Are honest and motivated
    - Exhibit a good attitude
- Thinking Skills
  - Valued workers:
    - Are creative and innovative
    - Reason and make objective judgments

### ASCA Student Standards

- B-LS 1. Critical thinking skills to make informed decisions
- B-SMS 1. Responsibility for self and actions
- B-SS 1. Effective oral and written communication skills and listening skills
- B-SS 5. Ethical decision-making and social responsibility
- B-LS 6. High-quality standards for tasks and activities

### SCCCR ELA Standards

- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.7.1a-b
  - ELA.E1.C.8.1a-b
- English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.2.1
  - ELA.E3.C.7.1a-b
  - ELA.E3.C.8.1a-b

### Reflection Activity (Optional)

Students will reflect and discuss their learnings after interacting with a local business professional.

**Students will:**
- Reflect on what they learned during their volunteer visit.
- Begin to understand ethical choices beyond the perspective of what they read in books.
- Give thoughtful consideration to “right” and “wrong” choices and examination of personal beliefs.
- Self-examine to develop a personal awareness of values to begin to see the disconnect between their words and actions.
- Strengthen the belief that ethics is an active ethos and start to develop a deeper commitment to living ethically.
## Extended Learning Opportunities (Optional)

Students can log on to the JA My Way website to learn more about ethics or have a debate about an ethical dilemma.

### Students will:
- Work independently to discover more about ethics.

## Employability Keys

**Workplace Know-How**

- Valued workers:
  - Are reliable and dependable
  - Accept responsibility
  - Show initiative
  - Show pride in their work
  - Work well without supervision

**B-LS 1. Critical thinking skills to make informed decisions**

**B-SMS 1. Responsibility for self and actions**

**B-SS 1. Effective oral and written communication skills and listening skills**

**B-SS 5. Ethical decision-making and social responsibility**

**B-LS 6. High-quality standards for tasks and activities**

## English 1-2

<table>
<thead>
<tr>
<th><strong>ELA.E1.AOR.5.1-2</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ELA.E1.AOR.6.1</strong></td>
</tr>
<tr>
<td><strong>ELA.E1.AOR.7.1</strong></td>
</tr>
</tbody>
</table>

## English 3-4

<table>
<thead>
<tr>
<th><strong>ELA.E3.AOR.5.1-2</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ELA.E3.AOR.6.1</strong></td>
</tr>
<tr>
<td><strong>ELA.E3.AOR.7.1</strong></td>
</tr>
</tbody>
</table>
### Session Descriptions

<table>
<thead>
<tr>
<th>Effective Civic Leadership.</th>
<th>Presentation Skills and Classroom Management</th>
<th>Critical Thinking and Problem Solving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students explore the importance of leadership skills and the value of community involvement. They learn the importance of communication and conflict-management skills to achieve group goals.</td>
<td>Students learn effective presentation techniques to get an audience’s attention and keep it. They gain insight into classroom dynamics to assist with managing elementary school students when in that environment.</td>
<td>Students advance their critical thinking skills so that they can adapt quickly to new circumstances and develop successful solutions to problems.</td>
</tr>
<tr>
<td><strong>Students will:</strong> • Identify qualities of a leader. • Recognize the role of civic leadership in a community. • Develop conflict-resolution skills.</td>
<td><strong>Students will:</strong> • Use strong presentation skills to communicate effectively. • Develop classroom management practices. • Recognize and use techniques that further teamwork and achieve group goals.</td>
<td><strong>Students will:</strong> • Use a problem-solving technique to solve personal and professional problems. • Apply critical-thinking skills to work-based problems. • Recognize that decisions have consequences.</td>
</tr>
</tbody>
</table>

### Social Studies Standards

<table>
<thead>
<tr>
<th>Effective Civic Leadership.</th>
<th>Presentation Skills and Classroom Management</th>
<th>Critical Thinking and Problem Solving</th>
</tr>
</thead>
</table>

**Economics and Personal Finance**

EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

**ASCA Student Standards**

**B-SMS 1.** Responsibility for self and actions

**B-LS 2.** Creative approach to learning, tasks and problem solving

**B-SS 7.** Leadership and teamwork skills to work effectively in diverse groups

**SCCCR ELA Standards**

**English 1-2**

ELA.E1.AOR.5.1-2

ELA.E1.AOR.6.1

ELA.E1.AOR.7.1

ELA.E1.C.8.1a-b

**English 3-4**

ELA.E3.AOR.5.1-2

ELA.E3.AOR.6.1

ELA.E3.AOR.7.1

ELA.E3.C.8.1a-b

**Critical Thinking and Problem Solving**

EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.

**B-LS 2.** Creative approach to learning, tasks and problem solving

**B-SS 5.** Ethical decision-making and social responsibility

**English 1-2**

ELA.E1.AOR.5.1-2

ELA.E1.AOR.6.1

ELA.E1.AOR.7.1

ELA.E1.C.8.1a-b

**English 3-4**

ELA.E3.AOR.5.1-2

ELA.E3.AOR.6.1

ELA.E3.AOR.7.1

ELA.E3.C.8.1a-b
### Session Descriptions

**Reflection**

Students share their JA High School Heroes experience and learn about its relevance to their futures. They complete a self-assessment designed to reiterate lessons about leadership, presentations, and critical thinking.

**Students will:**

- Implement objective criteria to self-evaluate
- Recognize the value of constructive feedback and the growth mind-set
- Develop a personal action plan.

### Social Studies Standards

- NA

### ASCA Student Standards

- B-SMS 1. Responsibility for self and actions
- B-SS 1. Effective oral and written communication skills and listening skills
- B-LS 2. Creative approach to learning, tasks and problem solving
- B-LS 7. Long- and short-term academic, career and social/emotional goals

### SCCCR ELA Standards

- English 1-2
- ELA.E1.AOR.5.1-2
- ELA.E1.AOR.6.1
- ELA.E1.AOR.7.1
- ELA.E1.C.2.1
- ELA.E1.C.7.1a-b
- ELA.E1.C.8.1a-b

- English 3-4
- ELA.E3.AOR.5.1-2
- ELA.E3.AOR.6.1
- ELA.E3.AOR.7.1
- ELA.E3.C.2.1
- ELA.E3.C.7.1a-b
- ELA.E3.C.8.1a-b
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session One: Career Interests and Your Path</strong></td>
<td>NA</td>
<td>B-LS 1. Critical thinking skills to make informed decisions</td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students understand the importance of career planning and complete a Career Interest Inventory to assess their own values, skills, and interests in the context of career paths.</td>
<td></td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>ELA.E1.AOR.5.1-2</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>• Consider their values, skills, and interests.</td>
<td></td>
<td>B-LS 4. Self-motivation and self-direction for learning</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>• Take a Career Interest Inventory.</td>
<td></td>
<td>B-LS 5. Media and technology skills to enhance learning</td>
<td>ELA.E1.C.3.1</td>
</tr>
<tr>
<td>• Relate their values, skills, interests, and Career Interest Inventory to future career opportunities.</td>
<td></td>
<td></td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
</tbody>
</table>

| **Session Two: Career Planning and Your Path**            | EPF.1.ER           | B-LS 1. Critical thinking skills to make informed decisions                             | English 1-2                                |
| Students learn to recognize career clusters and focus on those tied to the results of their Career Interest Inventory. They explore the knowledge, skills, and abilities needed for their careers of interest, as well as the outlook for openings in those fields. |                    | B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary | ELA.E1.AOR.5.1-2                         |
| Students will:                                            | EPF.2.ER           | B-LS 3. Time-management, organizational and study skills                               | ELA.E1.AOR.6.1                           |
| • Learn why career planning is important.                 |                    | B-LS 4. Self-motivation and self-direction for learning                                 | ELA.E1.AOR.7.1                           |
| • Recognize career clusters.                             |                    |                                                                                       | ELA.E1.C.3.1                              |
| • Identify career clusters that match their skills and interests. |                    |                                                                                       | ELA.E1.C.8.1a-b                          |
| • Identify requirements to obtain jobs in fields of interest. |                    |                                                                                       |                                          |
### Session Three: Preparing to Meet Your Future

Students learn how awareness of their values, skills, and interests helps guide them to a career that is meaningful, enjoyable, and positioned for success. They learn about soft skills and explore education and training requirements in their fields of interest.

**Students will:**
- Understand why it’s important to choose a career where they can be successful and develop a career plan.
- Practice soft skills.
- Recognize education and training requirements and opportunities for careers of interest.

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Three:</strong> Preparing to Meet Your Future</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision making</td>
<td>B-LS 1.Critical thinking skills to make informed decisions</td>
<td>English 1-2</td>
</tr>
<tr>
<td></td>
<td>EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-LS 3.Time-management, organizational and study skills</td>
<td>ELA.E1.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 5.Media and technology skills to enhance learning</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 7.Long- and short-term academic, career and social/emotional goals</td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
</tbody>
</table>

### Session Four: Local Business Means Opportunity

Students learn about their local economy. They review the list of JA Inspire Virtual career fair exhibitors and the website of their local Chamber of Commerce and look for common themes, such as career clusters. They identify companies they would like to visit during the virtual career fair.

**Students will:**
- Recognize traits of their local economy.
- Identify common career clusters in their area and among JA Inspire Virtual exhibitors.
- Create a list of exhibitors to visit during JA Inspire Virtual.

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Academic Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Four:</strong> Local Business Means Opportunity</td>
<td>EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-LS 1.Critical thinking skills to make informed decisions</td>
<td>English 1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 3.Time-management, organizational and study skills</td>
<td>ELA.E1.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 5.Media and technology skills to enhance learning</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.3.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
</tbody>
</table>
### Session Descriptions

#### Session Five: Learn from the Experts
Students review the speakers and webinars available at the JA Inspire Virtual career fair, create a list of at least three to view, and define what they would like to learn from them.

**Students will:**
- Identify relevant JA Inspire Virtual speakers and webinars to attend.
- Note facts about the speakers and topics of webinars they will attend.
- Develop questions to consider when watching the speakers and webinars.

**Academic Standards**
NA

**ASCA Student Standards**
B-LS 3.Time-management, organizational and study skills
B-SS 3. Positive relationships with adults to support success
B-LS 4. Self-motivation and self-direction for learning
B-LS 5. Media and technology skills to enhance learning

**SCCCR ELA Standards**

#### Session Six: Welcome to JA Inspire Virtual
Students attend the JA Inspire Virtual Career fair.

**Students will:**
- Visit exhibits at JA Inspire Virtual.
- Attend speeches and webinars at JA Inspire Virtual.
- Complete the What I Learned section of the chart from their Learn from the Experts worksheet.

**Academic Standards**
EPF.1.ER Examine how scarcity of time and resources necessitates decision making
EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential

**ASCA Student Standards**
B-LS 3. Time-management, organizational and study skills
B-SS 3. Positive relationships with adults to support success
B-LS 4. Self-motivation and self-direction for learning
B-LS 5. Media and technology skills to enhance learning

**SCCCR ELA Standards**
English 1-2
ELA.E1.AOR.5.1-2
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.3.1
ELA.E1.C.8.1a-b
ELA.E1.C.9.1

English 3-4
ELA.E3.AOR.5.1-2
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.3.1
ELA.E3.C.8.1a-b
ELA.E3.C.9.1

English 1-2
ELA.E1.AOR.5.1-2
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.3.1
ELA.E1.C.8.1a-b
ELA.E1.C.9.1

English 3-4
ELA.E3.AOR.5.1-2
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.3.1
ELA.E3.C.8.1a-b
ELA.E3.C.9.1
**Session Descriptions**

Session Seven: JA Inspire Personal Reflection
Students reflect on what they have learned and identify next steps to further define their academic choices and career path.

**Students will:**
- Evaluate personal goals and priorities based on their experience at the JA Inspire Virtual event.
- Identify next steps, including exploration of high school coursework and other research.

**Academic Standards**

- Economics and Personal Finance
- Financial Literacy
  Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions.

**ASCA Student Standards**

- B-LS 7. Long- and short-term academic, career and social/emotional goals
- B-SS 9. Social maturity and behaviors appropriate to the situation and environment
- B-LS 10. Participation in enrichment and extracurricular activities
- B-SMS 10. Ability to manage transitions and adapt to change

**SCCCR ELA Standards**

- English 1-2
  ELA.E1.AOR.5.1-2
  ELA.E1.AOR.6.1
  ELA.E1.AOR.7.1b
  ELA.E1.C.9.1
- English 3-4
  ELA.E3.AOR.5.1-2
  ELA.E3.AOR.6.1
  ELA.E3.AOR.7.1b
  ELA.E3.C.9.1
## Communicating About Yourself

Students learn what their dress, speech, and listening skills communicate to others about them.

Students will:
- Recognize the importance of manners as an element of professionalism.
- Identify language and style appropriate for the workplace.
- Listen actively for content, not to anticipate response.

### Seven Keys to Employability

#### 1. Personal Qualities

- Are honest and motivated
- Exhibit a good attitude
- Have personal and career goals
- Have confidence in themselves

#### B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary

#### B-SS 1. Effective oral and written communication skills and listening skills

#### B-LS 4. Self-motivation and self-direction for learning

### Social Studies Standards

#### B-SS 1.Effective oral and written communication skills and listening skills

### ASCA Student Standards

#### B-LS 5. Media and technology skills to enhance learning

#### B-LS 3. Time-management, organizational and study skills

#### B-SMS 3. Independent work

### SCCCR ELA Standards

#### English 1-2

- ELA.E1.AOR.5.1-2
- ELA.E1.AOR.6.1
- ELA.E1.AOR.7.1
- ELA.E1.C.3.1
- ELA.E1.C.8.1a-b
- ELA.E1.C.9.1b

#### English 3-4

- ELA.E3.AOR.5.1-2
- ELA.E3.AOR.6.1
- ELA.E3.AOR.7.1
- ELA.E3.C.3.1
- ELA.E3.C.8.1a-b
- ELA.E3.C.9.1b

---

## Applications and Resumes

This session covers job applications and resumes, two written methods of applying for a job. Students examine both documents and begin to think about how to adapt their experiences, skills, and achievements to the applicable template to present themselves to a potential employer.

Students will:
- Identify information necessary for a job application.
- Recognize key features and formatting of resumes.
- Use appropriate language for a resume.

### Seven Keys to Employability

#### 4. Basic Skills

- Ask questions and listen well
- Express themselves clearly
- Read and understand written information
- Write well to communicate ideas and information

### Social Studies Standards

#### B-LS 5. Media and technology skills to enhance learning

#### B-LS 3. Time-management, organizational and study skills

#### B-SMS 3. Independent work

### ASCA Student Standards

#### B-LS 5. Media and technology skills to enhance learning

#### B-LS 3. Time-management, organizational and study skills

### SCCCR ELA Standards

#### English 1-2

- ELA.E1.AOR.5.1-2
- ELA.E1.AOR.6.1
- ELA.E1.AOR.7.1
- ELA.E1.C.3.1
- ELA.E1.C.4.1
- ELA.E1.C.7.1a-b
- ELA.E1.C.8.1a-b

#### English 3-4

- ELA.E3.AOR.5.1-2
- ELA.E3.AOR.6.1
- ELA.E3.AOR.7.1
- ELA.E3.C.3.1
- ELA.E3.C.7.1a-b
- ELA.E3.C.8.1a-b
<table>
<thead>
<tr>
<th><strong>Session Descriptions</strong></th>
<th><strong>Social Studies Standards</strong></th>
<th><strong>ASCA Student Standards</strong></th>
<th><strong>SCCCR ELA Standards</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interviewing for a Job</strong>&lt;br&gt;This session covers communication styles used during the process of job hunting, with an emphasis on interviewing. Students complete an activity and track their accomplishments in a “brag sheet.”&lt;br&gt;Students will:&lt;br&gt; • Identify appropriate content for a personal brag sheet&lt;br&gt; • Adapt personal information to interview situations.&lt;br&gt; • Develop answers to common interview questions.&lt;br&gt; • Recognize appropriate professional dress and demeanor for a job interview.</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision making&lt;br&gt; EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential&lt;br&gt; <strong>Seven Keys to Employability</strong>&lt;br&gt; 3. Working With Other People&lt;br&gt; Valued workers:&lt;br&gt; □ Accept authority and supervision&lt;br&gt; □ Are team players&lt;br&gt; □ Are friendly, cooperative, and tactful</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary&lt;br&gt; B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt; B-LS 4. Self-motivation and self-direction for learning</td>
<td>English 1-2&lt;br&gt; ELA.E1.AOR.5.1-2&lt;br&gt; ELA.E1.AOR.6.1&lt;br&gt; ELA.E1.C.7.1a-b&lt;br&gt; ELA.E1.C.8.1a-b&lt;br&gt; English 3-4&lt;br&gt; ELA.E3.AOR.5.1-2&lt;br&gt; ELA.E3.AOR.6.1&lt;br&gt; ELA.E3.C.7.1a-b&lt;br&gt; ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Cell Phones in the Workplace</strong>&lt;br&gt;This session covers communication methods to ensure workplace success, focusing on using cell phones in the workplace. A required activity covers cell phone etiquette, plus there are three additional activities from which to choose.&lt;br&gt;Students will:&lt;br&gt; • Recognize and identify appropriate and inappropriate uses of cell phones in the workplace.&lt;br&gt; • Identify the effects of inappropriate usage of cell phones in the workplace.&lt;br&gt; • Adapt cell phone behavior and functions for professional uses.&lt;br&gt; • Recognize and apply appropriate texting style for communicating in the workplace.</td>
<td><strong>Seven Keys to Employability</strong>&lt;br&gt; 5. Job-Related Skills&lt;br&gt; Valued workers:&lt;br&gt; □ Care for tools and materials&lt;br&gt; □ Work to improve their performance&lt;br&gt; □ Give their best effort to the job&lt;br&gt; 6. Workplace Know-How&lt;br&gt; Valued workers:&lt;br&gt; □ Are reliable and dependable&lt;br&gt; □ Accept responsibility&lt;br&gt; □ Show pride in their work&lt;br&gt; □ Work well without supervision</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt; B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt; B-LS 5. Media and technology skills to enhance learning</td>
<td>English 1-2&lt;br&gt; ELA.E1.AOR.5.1-2&lt;br&gt; ELA.E1.AOR.6.1&lt;br&gt; ELA.E1.C.7.1a-b&lt;br&gt; ELA.E1.C.8.1a-b&lt;br&gt; English 3-4&lt;br&gt; ELA.E3.AOR.5.1-2&lt;br&gt; ELA.E3.AOR.6.1&lt;br&gt; ELA.E3.C.7.1a-b&lt;br&gt; ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Workplace Communication</strong>&lt;br&gt;This session covers communication methods in the workplace. Activities focus on appropriate tone and topics for the workplace and communication strategies for collaborating effectively.&lt;br&gt;Students will:&lt;br&gt; • Identify and use an appropriate professional tone in workplace communication.&lt;br&gt; • Identify appropriate and inappropriate subjects for workplace discussion.&lt;br&gt; • Enable cooperative and productive group interactions.&lt;br&gt; • Communicate to solve problems collaboratively and respectfully.</td>
<td><strong>Seven Keys to Employability</strong>&lt;br&gt; 4. Basic Skills&lt;br&gt; Valued workers:&lt;br&gt; □ Ask questions and listen well&lt;br&gt; □ Express themselves clearly&lt;br&gt; □ Read and understand written information&lt;br&gt; □ Write well to communicate ideas and information</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt; B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt; B-LS 5. Media and technology skills to enhance learning</td>
<td>English 1-2&lt;br&gt; ELA.E1.AOR.5.1-2&lt;br&gt; ELA.E1.AOR.6.1&lt;br&gt; ELA.E1.C.7.1a-b&lt;br&gt; ELA.E1.C.8.1a-b&lt;br&gt; English 3-4&lt;br&gt; ELA.E3.AOR.5.1-2&lt;br&gt; ELA.E3.AOR.6.1&lt;br&gt; ELA.E3.C.7.1a-b&lt;br&gt; ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Workplace Writing</td>
<td><strong>Seven Keys to Employability</strong>&lt;br&gt;4. Basic Skills&lt;br&gt;Valued workers:&lt;br&gt;☐ Ask questions and listen well&lt;br&gt;☐ Express themselves clearly&lt;br&gt;☐ Read and understand written information&lt;br&gt;☐ Write well to communicate ideas and information</td>
<td>B-SMS 1. Responsibility for self and actions&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-LS 5. Media and technology skills to enhance learning&lt;br&gt;B-LS 6. High-quality standards for tasks and activities</td>
<td>Grades 9-10&lt;br&gt;RL.9-10.2&lt;br&gt;W.9-10.2.4.6.10&lt;br&gt;SL.9-10.1-4&lt;br&gt;L.9-10.1-2&lt;br&gt;L.9-10.4&lt;br&gt;Grades 11-12&lt;br&gt;RL.11-12.1.4.11&lt;br&gt;W.11-12.2.4.6.10&lt;br&gt;SL.11-12.1-4&lt;br&gt;L.11-12.1-2&lt;br&gt;L.11-12.6</td>
</tr>
<tr>
<td>This session covers the basics of professional writing. Included are activities that allow students to practice writing concisely, clearly, and correctly, with appropriate workplace style. Students will:&lt;br&gt;• Use proper spelling, grammar, and punctuation in the workplace.&lt;br&gt;• List best practices for effective business writing.&lt;br&gt;• Use clear language and appropriate style for written communication in the workplace.&lt;br&gt;• Identify important ideas and express them clearly and concisely in writing.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Session One: Finding Your Future</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In this session, students are introduced to the Design for Delight innovation model and how to use it for career planning. They examine career options and pathways in relation to their skills and interests, to allow them to choose potential occupations to explore.</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision making</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>English 1-2 ELA.E1.AOR.5.1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.3.1 ELA.E1.C.8.1.a-b</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td>EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 3-4 ELA.E3.AOR.5.1-2 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.8.1.a-b</td>
</tr>
<tr>
<td>• Identify the three Design for Delight innovation principles</td>
<td>B-LS 4. Self-motivation and self-direction for learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Correlate the Design for Delight innovation principles to the development of a personal career plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Explain career clusters and their relationship to career pathways, industries, and careers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session Two: Career Exploration &amp; Informational Interviews</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In this session, students work with a partner to explore their top three career choices and explain how they made their selections. They learn what an informational interview is and how to conduct one with a professional contact to learn more about a career of interest, and they prepare for a site visit.</td>
<td>Financial Literacy</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td>English 1-2 ELA.E1.AOR.5.1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.3.1 ELA.E1.R.1.1a ELA.E1.C.7.1a ELA.E1.C.8.1.a-b</td>
</tr>
<tr>
<td>• Analyze which career options most closely relate to their interests, strengths, and skills</td>
<td>B-LS 4. Self-motivation and self-direction for learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe informational interviews and their relevancy to personal career exploration</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Develop questions for informational interviews to identify preferable careers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice positive interview techniques and etiquette</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Research local individuals working in preferable careers (optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Craft a personal elevator pitch (optional)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Descriptions</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Session Three: Job Site Visit</strong>&lt;br&gt;In this session students attend a workplace site visit. They see presentations about the company, conduct informational interviews, and participate in a series of challenges. A detailed itinerary is in the JA Job Shadow Site Coordinator Guide.&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Observe and analyze a company’s presentations to discern business mission, values, and functions&lt;br&gt;• Make ethical decisions related to a business scenario&lt;br&gt;• Conduct informational interviews&lt;br&gt;• Relate what was learned from a workplace visit to a personal career path</td>
<td><strong>Economics and Personal Finance</strong>&lt;br&gt;EPF.1.ER Examine how scarcity of time and resources necessitates decision making&lt;br&gt;EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-SS 3. Positive relationships with adults to support success</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.5.1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.3.1&lt;br&gt;ELA.E1.C.8.1a-b&lt;br&gt;<strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.5.1-2&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.3.1&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Session Four: Site Visit Reflection</strong>&lt;br&gt;In this session students reflect on their site visit and write a thank you note to their hosts and any informational interview subjects. They create a resume and an online professional profile.&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Evaluate personal career plan&lt;br&gt;• Create a resume&lt;br&gt;• Research local individuals working in preferable careers (optional)&lt;br&gt;• Create an online job search profile&lt;br&gt;• Write thank you notes</td>
<td>EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-SS 3. Positive relationships with adults to support success&lt;br&gt;B-LS 4. Self-motivation and self-direction for learning&lt;br&gt;B-LS 7. Long- and short-term academic, career and social/emotional goals</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.5.1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.3.1&lt;br&gt;ELA.E1.C.4.1&lt;br&gt;ELA.E1.C.8.1a-b&lt;br&gt;<strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.5.1-2&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.3.1&lt;br&gt;ELA.D3.C.4.1&lt;br&gt;ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Session Five: Interviewing for a Job</strong>&lt;br&gt;In this session students learn how to behave professionally and answer questions on job interviews, and they practice interviewing for a job. They explore how to secure a job shadow placement.&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Identify common interview mistakes&lt;br&gt;• Investigate common job interview formats&lt;br&gt;• Practice job interviews from both the employer’s and applicant’s perspectives&lt;br&gt;• Prepare for job interview&lt;br&gt;• Plan and obtain job shadow commitment</td>
<td><strong>Seven Keys to Employability</strong>&lt;br&gt;4. Basic Skills&lt;br&gt;Valued workers:&lt;br&gt;□ Ask questions and listen well&lt;br&gt;□ Express themselves clearly&lt;br&gt;□ Read and understand written information&lt;br&gt;□ Write well to communicate ideas and information&lt;br&gt;3. Working With Other People&lt;br&gt;Valued workers:&lt;br&gt;□ Accept authority and supervision&lt;br&gt;□ Are team players&lt;br&gt;□ Are friendly, cooperative, and tactful&lt;br&gt;B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary&lt;br&gt;B-SS 1. Effective oral and written communication skills and listening skills&lt;br&gt;B-SS 3. Positive relationships with adults to support success&lt;br&gt;B-LS 4. Self-motivation and self-direction for learning</td>
<td><strong>English 1-2</strong>&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.C.3.1&lt;br&gt;ELA.E1.C.7.1a&lt;br&gt;<strong>English 3-4</strong>&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.C.3.1&lt;br&gt;ELA.E3.C.7.1a</td>
<td></td>
</tr>
</tbody>
</table>
## Session Descriptions

### Session Six: Job Shadow Prep

In this session students prepare for their job shadow experience by developing questions to ask of their job shadow subjects, learning about appropriate workplace behavior, and researching the companies where they will spend time.

**Students will:**
- Research the job shadow subject’s company, employees, and industry
- Develop questions for the job shadow experience
- Distinguish between appropriate and inappropriate workplace behavior
- Assess personal preparedness for the job shadow experience

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
</table>

### Session Seven: Job Shadow Experience

In this session students visit a workplace and participate in an independent job shadow experience with the host(s) they identified.

**Students will:**
- Complete a job shadow experience
- Observe and analyze a workplace to evaluate relevancy to personal career plan
- Adapt behavior to a work environment
- Develop professional networking contacts

**Seven Keys to Employability**

#### 7. Health and Safety Habits

- Valued workers:
  - Dress appropriately
  - Practice good personal hygiene
  - Follow safety rules
  - Have good health habits

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>B-SMS 9. Personal safety skills</td>
<td>English 1-2 ELA.E1.AOR.6.1 ELA.E1.C.3.1 ELA.E1.C.7.1a</td>
</tr>
<tr>
<td>B-SS 10. Cultural awareness, sensitivity and responsiveness</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Session Eight: Job Shadow Reflection & Career Planning

In this session students reflect on their job shadow experience and write up their notes. They analyze the relevance of the company and jobs they observed to their own career path plans and consider next steps.

**Students will:**
- Analyze job shadow experience.
- Re-evaluate personal career plan.
- Demonstrate appropriate workplace etiquette.

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
</table>
# Optional Pre-Lesson Enhancements

To prepare for the guest entrepreneur, consider these optional entrepreneurship-focused opportunities:

**Students will:**
- Determine their entrepreneur profile
- Brainstorm possible products or services that meet product criteria

## Employability Keys

2. Personal Qualities
   - Valued workers:
     - Are honest and motivated
     - Exhibit a good attitude
     - Have personal and career goals
     - Have confidence in themselves

**ASCA Student Standards**

- **B-SMS 1. Responsibility for self and actions**
- **B-SS 1. Effective oral and written communication skills and listening skills**
- **B-LS 2. Creative approach to learning, tasks and problem solving**
- **B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary**

**SCCCR ELA Standards**

- **English 1-2**
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.8.1a
  - ELA.E1.C.8.1b

**Day of the Visit**

Students engage in an inspirational experience that explores entrepreneurship and highlights the opportunities, challenges, and preparation required for successful participation in the global economy.

**Students will:**
- Analyze a real-world example of entrepreneurship.
- Determine one next step that could lead to a new business venture.

## Employability Keys

3. Working With Other People
   - Valued workers:
     - Respect the rights and property of others
     - Accept and give constructive criticism
     - Respect diversity

4. Basic Skills
   - Valued workers:
     - Ask questions and listen well
     - Express themselves clearly

**ASCA Student Standards**

- **B-SS 1. Effective oral and written communication skills and listening skills**
- **B-SS 3. Positive relationships with adults to support success**
- **B-LS 10. Participation in enrichment and extracurricular activities**
- **B-SMS 10. Ability to manage transitions and adapt to change**
- **B-LS 7. Long- and short-term academic, career and social/emotional goals**

**SCCCR ELA Standards**

- **English 1-2**
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.8.1a
  - ELA.E1.C.8.1b
  - ELA.E1.C.9.1

**Extended Learning Opportunities (Optional)**

Students will reflect and discuss their learnings after interacting with a local business professional.

Students can log on to the JA My Way website to learn more about ethics or have a debate about an ethical dilemma.

**Students will:**
- Work independently to discover more about entrepreneurship.

## Employability Keys

8. Workplace Know-How
   - Valued workers:
     - Show initiative
     - Show pride in their work
     - Work well without supervision
     - Seek help when needed

**ASCA Student Standards**

- **B-SS 1. Effective oral and written communication skills and listening skills**
- **B-LS 4. Self-motivation and self-direction for learning**
- **B-LS 3. Time-management, organizational and study skills**
- **B-SMS 3. Independent work**

**SCCCR ELA Standards**

- **English 1-2**
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.8.1a
  - ELA.E1.C.8.1b

- **English 3-4**
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.8.1a
  - ELA.E3.C.8.1b
  - ELA.E3.C.9.1
## Session Descriptions

### Session One: Earning, Employment, and Income
Students learn that healthy personal finances require planning and managing. They begin to analyze the financial implications of their educational and career choices as a basis for understanding the relationship between earnings and personal finance. Students also explore how their decisions can affect other people with whom they have relationships and practice using healthy behaviors to discuss shared financial decisions.

**Students will:**
- Explain how values, priorities, and educational goals can affect career decisions.
- Identify employment options that align with your priorities and values.
- Recognize how your financial decisions can affect others.
- Use healthy relationship behaviors to discuss shared financial decisions.

### Session Two: Budgeting
Students investigate the importance of budgeting and how to plan for staying within a budget. They review characteristics of a healthy relationship and explore how shared budgeting creates opportunities to talk about equality, independence, and respect.

**Students will:**
- Recognize the importance of making and keeping a budget or spending plan.
- Identify categories of expenses on a budget.
- Explain how to use a budget to clarify shared financial decisions with another person.
- Prioritize expense categories on a budget.

## Social Studies Standards

### Economics and Personal Finance
- **EPF.1.IP** Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

### Financial Literacy
- **EPF.2.ER** Research and analyze the factors that impact personal income and long-term earning potential.

## ASCA Student Standards

### Economics and Personal Finance
- B-SMS 1. Responsibility for self and actions
- B-SS 1. Effective oral and written communication skills and listening skills
- B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary

## SCCCRL ELA Standards

### English 1-2
- ELA.E1.AOR.5.1-2
- ELA.E1.AOR.6.1
- ELA.E1.AOR.7.1
- ELA.E1.C.7.1.a-b
- ELA.E1.C.8.1.a-b

### English 3-4
- ELA.E3.AOR.5.1-2
- ELA.E3.AOR.6.1
- ELA.E3.AOR.7.1
- ELA.E3.C.7.1.a-b
- ELA.E3.C.8.1.a-b

---

[For more information, visit the JA Personal Finance 2.0 website](https://www.ja.org/)
## Session Three: Savings

Students analyze the role that saving plays in their personal finances. They explore how having a healthy savings plan is necessary in all phases of life but is especially critical for big-ticket items and emergencies. Students learn how to apply communication strategies when discussing financial issues.

**Students will:**
- Recognize reasons for saving.
- Explain how saving can help you earn interest instead of paying interest.
- Use strategies to achieve a saving goal.
- Recognize unhealthy relationship behaviors related to saving.

### Economics and Personal Finance

**EPF.1.IP** Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

### Financial Literacy

**EPF.2.IP** Develop a personal finance strategy for investing, protecting, purchasing, and saving resources.

### Social Studies Standards

- B-LS 4. Self-motivation and self-direction for learning
- B-SMS 4. Delayed gratification for long-term rewards
- B-LS 7. Long- and short-term academic, career and social/emotional goals

### ASCA Student Standards

- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.7.1.a-b
  - ELA.E1.C.8.1.a-b
- English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.7.1.a-b
  - ELA.E3.C.8.1.a-b

## Session Four: Credit and Debt

Students analyze the importance of credit and the outcomes of wise and poor use of credit. They examine the potential consequences of sharing credit or cosigning for loans.

**Students will:**
- Differentiate between credit and debt.
- Recognize the factors that affect an individual’s credit score and credit history.
- Recognize the consequences of a low credit score.
- Recognize the impact of sharing credit cards or cosigning for loans.

### Financial Literacy

**EPF.1.CC** Determine financially responsible ways that individuals acquire and use credit.

### Social Studies Standards

- B-SS 4. Delayed gratification for long-term rewards
- B-LS 7. Long- and short-term academic, career and social/emotional goals

### ASCA Student Standards

- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.8.1.a-b
- English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.8.1.a-b

## Session Five: Consumer Protection

Students explore consumer protection basics, including how to avoid scams, manage their money, use credit and loans carefully, and protect their personal information. They learn some of the risks associated with sharing finances with others.

**Students will:**
- List ways to protect online information.
- Recognize how a credit report can help identify suspicious activity related to your finances.
- Recognize risks involved with sharing finances.

### Financial Literacy

**EPF.2.CC** Determine financially responsible ways that individuals acquire and use credit.

### Social Studies Standards

- B-SS 1. Effective oral and written communication skills and listening skills
- B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them
- B-SS 6. Effective collaboration and cooperation skills
- B-LS 2. Creative approach to learning, tasks and problem solving

### ASCA Student Standards

- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.8.1.a-b
  - English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.8.1.a-b
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCC ER ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session Six: Smart Shopping</strong></td>
<td>Economics and Personal Finance</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.</td>
<td>B-LS 1. Critical thinking skills to make informed decisions</td>
</tr>
<tr>
<td>Students learn about comparison shopping and participate in a simulated shopping experience. They explore communicating with other people about consumer behaviors and shared shopping. A volunteer or the teacher can introduce and wrap up the session.</td>
<td><strong>Financial Literacy</strong> EpF.2.IP Develop a personal finance strategy for investing, protecting, purchasing, and saving resources.</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
<td>English 3-4 ELA.E3.AOR.5.1-2 ELA.D3.AOT.5.3 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>B-SS 2. Positive, respectful and supportive relationships with students who are similar to and different from them</td>
<td></td>
</tr>
<tr>
<td>• Identify the factors necessary for making an informed purchase.</td>
<td></td>
<td>B-SMS 7. Effective coping skills</td>
<td></td>
</tr>
<tr>
<td>• Compare and contrast prices and data when making a purchase decision.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Calculate savings gained through smart shopping.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session Seven: Risk Management</strong></td>
<td>Financial Literacy</td>
<td>Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions.</td>
<td>B-SS 1. Effective oral and written communication skills and listening skills</td>
</tr>
<tr>
<td>Students practice applying appropriate risk management strategies in scenarios and learn how to discuss risk management and manage the risks associated with shared financial choices.</td>
<td></td>
<td>B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary</td>
<td></td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognize the risk of financial loss as an everyday reality for everyone.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognize risk management strategies and apply them appropriately.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Understand the role of personal responsibility in preventing financial loss.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session Eight: Investing</strong></td>
<td>Economics and Personal Finance</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
</tr>
<tr>
<td>Students explore the difference between saving and investing, the advantages and potential returns of investing, and common types of investment products. Students also learn about various types of investment risks and self-assess their personal investment risk tolerance and communication with others about shared investments.</td>
<td><strong>Financial Literacy</strong> EpF.2.IP Develop a personal finance strategy for investing, protecting, purchasing, and saving resources.</td>
<td>B-LS 4. Self-motivation and self-direction for learning</td>
<td></td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>B-SMS 4. Delayed gratification for long-term rewards</td>
<td></td>
</tr>
<tr>
<td>• Evaluate investments with different levels of risk and reward.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the role that compound interest plays in wealth over time.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognize that investment options carry different levels of risk and reward.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyze the risk tolerances for different investment strategies. Recognize the importance of practicing healthy relationship behaviors in shared investment decisions.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Session Descriptions

### Session Nine: Credit Cards (Optional: Self-Guided)
These 10-minute, student self-guided activities introduce credit cards as a form of short-term financing that can be used to pay a bill or make a purchase. Other topics covered include credit card types, credit card terms and credit card rights.

**Students will:**
- Define the term “credit card.”
- Understand the difference between a credit card and a debit card.
- Discuss the reasons to use—and not to use—a credit card.
- Describe how using a credit card can impact your credit rating for better or worse.
- Discuss some of the pros and cons of sharing a credit card.

### Session Ten: Debt Management (Optional: Self-Guided)
These 10-minute, student self-guided activities include lessons on bankruptcy, loans, managing debt, defaulting on loans, and consumer credit counselling.

**Students will:**
- Recognize the process, purpose, and outcomes of declaring bankruptcy.
- Identify the different types of bankruptcy.
- Evaluate the pros and cons of declaring bankruptcy in different situations.
- Analyze the impact of bankruptcy when debt is shared.

### Session Eleven: Net Worth (Optional: Self-Guided)
These 10-minute, student self-guided activities explain net worth and the process of determining net worth. Students will explore the different types of net worth, set financial goals, and learn about investing to build wealth.

**Students will:**
- Define net worth.
- Explore the process of determining net worth.
- Summarize the different types of net worth.
- Investigate the significance of shared net worth.
- Calculate personal net worth.

## Social Studies Standards

### Financial Literacy
EPF.2.CC Determine financially responsible ways that individuals acquire and use credit.

- B-LS 1. Critical thinking skills to make informed decisions
- B-SMS 1. Responsibility for self and actions
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work
- B-LS 4. Self-motivation and self-direction for learning
- B-SMS 4. Delayed gratification for long-term rewards

## ASCA Student Standards

### Financial Literacy
EPF.2.CC Determine financially responsible ways that individuals acquire and use credit.

- B-LS 1. Critical thinking skills to make informed decisions
- B-SMS 1. Responsibility for self and actions
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work
- B-LS 4. Self-motivation and self-direction for learning
- B-SMS 4. Delayed gratification for long-term rewards

### Economics and Personal Finance
EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

### Financial Literacy
PF.2.IN Identify and explain the functions of different types of financial institutions and how they assist individuals in achieving short- and long-term financial goals.

- B-LS 1. Critical thinking skills to make informed decisions
- B-SMS 1. Responsibility for self and actions
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work
- B-LS 4. Self-motivation and self-direction for learning
- B-SS 8. Advocacy skills for self and others and ability to assert self, when necessary

## SCCC R ELA Standards

### English 1-2
- ELA.E1.AOR.5.1-2
- ELA.E1.AOR.5.3
- ELA.E1.AOR.6.1
- ELA.E1.AOR.7.1

### English 3-4
- ELA.E3.AOR.5.1-2
- ELA.E3.AOR.5.3
- ELA.E3.AOR.6.1
- ELA.E3.AOR.7.1

© 2022 Junior Achievement USA® 49
<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session One: Understanding Stocks</strong></td>
<td>NA</td>
<td>B-LS 1. Critical thinking skills</td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students are introduced to the foundational concepts of stocks and the stock market through the analysis of an authentic, real-time stock market report. Then, they practice selecting stocks from a fictitious market to develop a portfolio.</td>
<td>to make informed decisions</td>
<td>ELA.E1.AOR.5.1-2</td>
<td></td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td>B-SMS 1. Responsibility for self</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>• Distinguish between private and public companies.</td>
<td></td>
<td>and actions</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>• Explain how and why people invest in corporations when they purchase stocks.</td>
<td></td>
<td>B-SS 1. Effective oral and</td>
<td>ELA.E1.C.2.1</td>
</tr>
<tr>
<td>• Identify why companies issue stock.</td>
<td></td>
<td>written communication skills</td>
<td>ELA.E1.C.7.1b</td>
</tr>
<tr>
<td>• Explain how stocks can increase and decrease in value.</td>
<td></td>
<td>and listening skills</td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td>• Identify the steps in the process for buying and selling stocks on the stock market.</td>
<td></td>
<td>B-LS 3. Time-management,</td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>organizational and study</td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>skills</td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-SS 6. Effective collaboration</td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and cooperation skills</td>
<td>ELA.E3.C.2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td>Students explore how stocks are traded, how stock prices are affected by current events, and how investors make investment decisions and diversify their portfolios. Students are introduced to stock indexes/averages and stock tables, and they practice buying, selling, or holding stocks from their fictitious stock portfolio.</td>
<td>Finance EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.</td>
<td>by gathering evidence, getting others' perspectives and recognizing personal bias</td>
<td>ELA.E1.AOR.5.1-2</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td>B-SS 9. Social maturity and</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>• Discuss the impact that economic events have on stock prices and supply and demand.</td>
<td></td>
<td>behaviors appropriate to the</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>• Analyze the data in a stock table.</td>
<td></td>
<td>situation and environment</td>
<td>ELA.E1.C.2.1</td>
</tr>
<tr>
<td>• Practice following the process for buying and selling stocks on the stock market.</td>
<td></td>
<td>B-LS 10. Participation in</td>
<td>ELA.E1.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>enrichment and extracurricular</td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>activities</td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-SMS 5. Perseverance to</td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>achieve long- and short-term</td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>goals</td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 8. Engagement in challenging</td>
<td>ELA.E3.C.2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>coursework</td>
<td>ELA.E3.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 9. Decision-making informed</td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>by gathering evidence, getting</td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>others' perspectives and</td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>recognizing personal bias</td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
<tr>
<td><strong>Session Three: Exploring Dividends</strong></td>
<td>NA</td>
<td>B-LS 6. High-quality standards</td>
<td>English 1-2</td>
</tr>
<tr>
<td>Students analyze today's stock market and explore the concept of dividends. Students analyze their fictitious stock portfolio and calculate their dividend payments.</td>
<td></td>
<td>for tasks and activities</td>
<td>ELA.E1.AOR.5.1-2</td>
</tr>
<tr>
<td><strong>Students will:</strong></td>
<td></td>
<td>B-SMS 5. Perseverance to</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td>• Analyze how current events are affecting stock prices.</td>
<td></td>
<td>achieve long- and short-term</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td>• Demonstrate an understanding of how cash dividends are earned and calculated.</td>
<td></td>
<td>goals</td>
<td>ELA.E1.C.2.1</td>
</tr>
<tr>
<td>• Evaluate the success of a fictitious stock portfolio in relation to market events.</td>
<td></td>
<td>B-LS 8. Engagement in challenging</td>
<td>ELA.E1.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>coursework</td>
<td>ELA.E1.C.8.1a-b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS 9. Decision-making informed</td>
<td>English 3-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>by gathering evidence, getting</td>
<td>ELA.E3.AOR.5.1-2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>others' perspectives and</td>
<td>ELA.E3.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>recognizing personal bias</td>
<td>ELA.E3.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.2.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.7.1b</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ELA.E3.C.8.1a-b</td>
</tr>
</tbody>
</table>
### Session Four: Best-in-Class Competition

Students put their new stock market knowledge and skills into practice as they compete to win an in-class competition. This session is designed to be flexible based on students’ grade level and experience, plus the online stock market simulation tool selected by local JA Areas.

**Students will:**
- Implement knowledge of how to buy and sell stocks.
- Apply knowledge of how current events can impact stock prices.
- Evaluate the possible trade-off for each stock decision, prior to committing to the decision.
- Communicate and collaborate effectively within a team to successfully implement game strategies.

#### Social Studies Standards

**Economics and Personal Finance**

EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.

**ASCA Student Standards**

B-LS 1. Critical thinking skills to make informed decisions
B-SMS 1. Responsibility for self and actions
B-SS 1. Effective oral and written communication skills and listening skills
B-LS 3. Time-management, organizational and study skills
B-SMS 3. Independent work

#### SCCCR ELA Standards

**English 1-2**
ELA.E1.AOR.5.1-2
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.2.1
ELA.E1.C.7.1b
ELA.E1.C.8.1a-b

**English 3-4**
ELA.E3.AOR.5.1-2
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.2.1
ELA.E3.C.7.1b
ELA.E3.C.8.1a-b

### Session Five: Planning for the Future

Students reflect on the experience of participating in the in-class competition and/or the JA Stock Market Challenge event and connect the simulations to the real world. They conclude the program by developing their own.

**Students will:**
- Compare and contrast real vs. simulated stock markets
- Identify various asset classes and assess the risks of each
- Develop a personal financial plan
- Reflect on your learning and growth throughout the program

#### Social Studies Standards

**Economics and Personal Finance**

EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.

**ASCA Student Standards**

B-SMS 4. Delayed gratification for long-term rewards
B-SMS 5. Perseverance to achieve long- and short-term goals
B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias

#### SCCCR ELA Standards

**English 1-2**
ELA.E1.AOR.5.1-2
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.2.1
ELA.E1.C.7.1b
ELA.E1.C.8.1a-b

**English 3-4**
ELA.E3.AOR.5.1-2
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.2.1
ELA.E3.C.7.1b
ELA.E3.C.8.1a-b

### Analyzing Initial Public Offerings (IPOs)

Students learn some of the factors that investors consider when selecting an IPO for investment.

**Students will:**
Identify the factors to consider when deciding whether to invest in an IPO

#### Social Studies Standards

**NA**

#### ASCA Student Standards

B-LS 3. Time-management, organizational and study skills
B-SMS 3. Independent work
B-LS 5. Media and technology skills to enhance learning
B-LS 6. High-quality standards for tasks and activities

#### SCCCR ELA Standards

**English 1-2**
ELA.E1.AOR.5.1-2
ELA.E1.AOR.6.1
ELA.E1.AOR.7.1
ELA.E1.C.2.1

**English 3-4**
ELA.E3.AOR.5.1-2
ELA.E3.AOR.6.1
ELA.E3.AOR.7.1
ELA.E3.C.2.1
### Comparing Investment Channels

Students learn about several ways in which investors buy and sell stocks, uncovering the upsides and downsides of each method.

**Students will:**
- Compare the advantages and disadvantages of buying and selling investments through various channels.

#### Social Studies Standards
- EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.

#### ASCA Student Standards
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work
- B-LS 9. Decision-making informed by gathering evidence, getting others’ perspectives and recognizing personal bias

#### SCCCR ELA Standards
- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.2.1
- English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.2.1

### Data Gathering

Students learn where investors can find detailed information about companies and how to evaluate each source of information.

**Students will:**
- Identify what resources investors use to make informed investment decisions.
- Express why investors research companies before making investment decisions.

#### Economics and Personal Finance
- EPF.1.ER Examine how scarcity of time and resources necessitates decision-making.

#### Social Studies Standards
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work

#### ASCA Student Standards
- English 1-2
  - ELA.E1.AOR.5.1
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.2.1
- English 3-4
  - ELA.E3.AOR.5.1
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.2.1

### Diversification and Risk

Students learn that, even though individual investors may have different risk tolerances, smart investors always seek to minimize their risk by diversifying their portfolios.

**Students will:**
- Identify different levels of risk tolerance.
- Express how and why investors use diversification to minimize risk.

#### Economics and Personal Finance
- EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.

#### Social Studies Standards
- B-LS 3. Time-management, organizational and study skills
- B-SMS 3. Independent work

#### ASCA Student Standards
- English 1-2
  - ELA.E1.AOR.5.1
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.2.1
- English 3-4
  - ELA.E3.AOR.5.1
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.2.1

### Evaluating Your Financial Plan

Students learn how to review their financial plans and select investments that meet stated goals.

**Students will:**
- Review and evaluate their financial plans.
- Select possible investments that meet the goals of the financial plan.

#### Economics and Personal Finance
- EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

#### Financial Literacy
- PF.2.IN Identify and explain the functions of different types of financial institutions and how they assist individuals in achieving short- and long-term financial goals.

#### Social Studies Standards
- B-SMS 3. Independent work
- B-LS 5. Media and technology skills to enhance learning
- B-SMS 5. Perseverance to achieve long- and short-term goals
- B-SS 5. Ethical decision-making and social responsibility
- B-LS 7. Long- and short-term academic, career and social/emotional goals

#### ASCA Student Standards
- English 1-2
  - ELA.E1.AOR.5.1-2
  - ELA.E1.AOR.6.1
  - ELA.E1.AOR.7.1
  - ELA.E1.C.2.1
- English 3-4
  - ELA.E3.AOR.5.1-2
  - ELA.E3.AOR.6.1
  - ELA.E3.AOR.7.1
  - ELA.E3.C.2.1

© 2022 Junior Achievement USA®
### JA Take Stock in Your Future

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Factors That Influence Stock Prices</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn the basics of supply and demand in the stock market, explore factors that impact stock price, and read and respond to scenarios related to determining stock price.</td>
<td>EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>English 1-2 ELA.E1.AOR.5.1 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.2.1 English 3-4 ELA.E3.AOR.5.1 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Explain how supply and demand govern the price of a stock when it is traded on a stock market.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe the factors that can influence stock price.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Financial Watchdogs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn about several groups who oversee the financial sector, set and enforce the policies and laws regulating it, and protect investors.</td>
<td>PF.2.IN Identify and explain the functions of different types of financial institutions and how they assist individuals in achieving short- and long-term financial goals.</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>English 1-2 ELA.E1.AOR.5.1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.2.1 English 3-4 ELA.E3.AOR.5.1-2 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Identify the protections provided to investors by market regulatory agencies that oversee financial markets, products, and professionals.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Investing for the Long Term</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn why investing over the long-term offers the best path toward success in the market and why day trading can be fraught with risk.</td>
<td>PF.2.IN Identify and explain the functions of different types of financial institutions and how they assist individuals in achieving short- and long-term financial goals.</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>English 1-2 ELA.E1.AOR.5.1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.C.2.1 English 3-4 ELA.E3.AOR.5.1-2 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Identify the value of and benefits associated with long-term investments.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Express the risks associated with day trading and short-term investments.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>My Stock Portfolio</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This student self-guided activity enables students to practice what they have learned about investing as they research, select, and track real stocks on the stock market using an initial imaginary investment of $10,000. This activity has no time limit, and students may track and adjust their portfolios for as long as they’d like. You might want to set time parameters on this project, such as a month, six weeks, or some other period of time that makes sense for students to be able to track their portfolios.</td>
<td>EPF.1.ER Examine how scarcity of time and resources necessitates decision-making. EPF.2.IP Develop a personal finance strategy for investing, protecting, purchasing, and saving resources.</td>
<td>B-LS 3. Time-management, organizational and study skills</td>
<td>English 1-2 ELA.E1.AOR.5.1-2 ELA.E1.AOR.6.1 ELA.E1.AOR.7.1 ELA.E1.R.1.1a-b ELA.E1.R.1.d ELA.E1.C.2.1 English 3-4 ELA.E3.AOR.5.1-2 ELA.E3.AOR.6.1 ELA.E3.AOR.7.1 ELA.E3.R.1.1a-d ELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Apply research-based investment decisions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice following the process for buying and selling stocks.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Session Descriptions

<table>
<thead>
<tr>
<th>Session Descriptions</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will:</td>
<td>Students learn about the JA Stock Market Challenge and review the big ideas about stocks and the stock market.</td>
<td>Students will: • Review the big ideas about investing, specifically stocks and stock trading. • Prepare for the JA Stock Market Challenge.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>English 3-4 SELA.E3.AOR.5.1-2 SELA.E3.AOR.6.1 SELA.E3.AOR.7.1 SELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students learn the basics of company ownership models using a pizza business scenario. They explore the advantages and disadvantages for a company of remaining private or becoming publicly owned.</td>
<td></td>
<td></td>
<td>English 3-4 SELA.E3.AOR.5.1-2 SELA.E3.AOR.6.1 SELA.E3.AOR.7.1 SELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td>Students will: • Demonstrate an understanding of the differences between private and public companies as they relate to company ownership. • Explain why a company would remain private or go public.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setting Stock Prices &amp; Trading Stock</td>
<td>NA</td>
<td>B-LS 3.Time-management, organizational and study skills B-LS 5.Media and technology skills to enhance learning</td>
<td>English 1-2 SELA.E1.AOR.5.1 SELA.E1.AOR.6.1 SELA.E1.AOR.7.1 SELA.E1.C.2.1</td>
</tr>
<tr>
<td>Students learn why public companies sell stock, what happens during a company’s initial public offering, and how stocks are traded on a stock exchange.</td>
<td></td>
<td></td>
<td>English 3-4 SELA.E3.AOR.5.1-2 SELA.E3.AOR.6.1 SELA.E3.AOR.7.1 SELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td>Students will: • Identify how a stock’s price is set during a company’s initial public offering. • Identify the steps in the process for buying and selling stocks on a stock exchange.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students learn the basics of stock market investing, read and respond to scenarios about investing, and are introduced to three investing strategies.</td>
<td></td>
<td></td>
<td>English 3-4 SELA.E3.AOR.5.1-2 SELA.E3.AOR.6.1 SELA.E3.AOR.7.1 SELA.E3.C.2.1</td>
</tr>
<tr>
<td>Students will:</td>
<td>Students will: • Recognize basic principles of investing in stocks. • List strategies for smart investing.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Session Descriptions

### Taxes and the Stock Market

Students learn about short- and long-term capital gains and the ways in which they are taxed differently, depending upon income.

**Students will:**
- Examine how short- and long-term capital gains are taxed.

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Literacy</td>
<td>B-LS 3.Time-management, organizational and study skills</td>
<td>English 1-2</td>
</tr>
<tr>
<td>EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-SMS 3. Independent work</td>
<td>ELA.E1.AOR.5.1</td>
</tr>
<tr>
<td></td>
<td>B-LS 6.High-quality standards for tasks and activities</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td>B-LS 8. Engagement in challenging coursework</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td>NA</td>
<td>ELA.E1.C.2.1</td>
</tr>
</tbody>
</table>

### The Animals of the Stock Market

Students learn terms and jargon commonly used by investors when talking about investing and the stock market.

**Students will:**
- Express terms that describe people, events, and situations linked to investing

<table>
<thead>
<tr>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>B-LS 3.Time-management, organizational and study skills</td>
<td>English 1-2</td>
</tr>
<tr>
<td></td>
<td>B-SMS 3. Independent work</td>
<td>ELA.E1.AOR.5.1</td>
</tr>
<tr>
<td></td>
<td>B-LS 10. Participation in enrichment and extracurricular activities</td>
<td>ELA.E1.AOR.6.1</td>
</tr>
<tr>
<td></td>
<td>NA</td>
<td>ELA.E1.AOR.7.1</td>
</tr>
<tr>
<td></td>
<td>NA</td>
<td>ELA.E1.C.2.1</td>
</tr>
</tbody>
</table>

© 2022 Junior Achievement USA® 55
### Tutorial: Getting Ready for Business*

Students are guided through an interactive tour of the JA Titan simulation. They learn about the program’s goals and key terms used in the simulation, and how to play JA Titan.

**Students will:**
- Recognize and correctly express the program’s key terms.
- Predict and identify various business trade-offs based on business decisions.
- Apply business decisions that indicate an understanding of the importance of profit to the success of a business.

<table>
<thead>
<tr>
<th>Session Details</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
<th>SCCR Math</th>
</tr>
</thead>
</table>
| **Economics and Personal Finance**<br>EPF.1.IP Evaluate how short-term goals allow individuals and institutions to make rational decisions [using marginal analysis.]

### Competition Prep: Freestyle Exploration

Students jump straight into playing the JA Titan simulation. There is no teacher or volunteer led guidance or focus on a business concept. Instead, students learn solely by playing, using the Student Quick Start Guide and Student Activity Sheet.

**Students will:**
- Apply the profit equation: profit equals total revenue minus total costs.
- Apply the concept of pricing based on costs, productivity, and profit.
- Demonstrate an understanding that companies are constrained by limited resources.
- Evaluate the possible trade-offs for each business decision before committing to the decision.
- Use a budget as a strategy to monitor income, expenses, and other financial records.
- Identify potential customers and their preferred phone features to increase profitability.
- Identify a new phone feature to be developed to potentially increase profits.

<table>
<thead>
<tr>
<th>Session Details</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
<th>SCCR Math</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Financial Literacy</strong>&lt;br&gt;EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-SMS 1. Demonstrate ability to assume responsibility.&lt;br&gt;B-SMS 2. Demonstrate self-discipline and self-control.&lt;br&gt;B-SMS 3. Demonstrate ability to work independently.</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.1-2&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.2.1</td>
<td>English 3-4&lt;br&gt;ELA.E3.AOR.5.1-2&lt;br&gt;ELA.E3.AOR.6.1&lt;br&gt;ELA.E3.AOR.7.1&lt;br&gt;ELA.E3.C.2.1</td>
<td>Math HS&lt;br&gt;ACE.4*</td>
</tr>
<tr>
<td>Session Details</td>
<td>Social Studies Standards</td>
<td>ASCA Student Standards</td>
<td>SCCCR ELA Standards</td>
<td>SCCCR Math</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
<td>---------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Competition Prep: How to Play JA Titan</td>
<td>Financial Literacy</td>
<td>B-SMS 1.Demonstrate</td>
<td>English 1-2</td>
<td>Math HS</td>
</tr>
<tr>
<td>Students learn key terms and concepts</td>
<td></td>
<td>ability to assume</td>
<td>ELA.E1.AOR.5.1-2</td>
<td>ACE.4</td>
</tr>
<tr>
<td>for the simulation: budget, cash-on-hand,</td>
<td></td>
<td>responsibility.</td>
<td>ELA.E1.AOR.6.1</td>
<td>SPMD.4</td>
</tr>
<tr>
<td>expenses, income statement, price,</td>
<td></td>
<td>B-SMS 2.Demonstrate</td>
<td>ELA.E1.AOR.7.1</td>
<td></td>
</tr>
<tr>
<td>and production.</td>
<td></td>
<td>self-discipline and</td>
<td>ELA.E1.R.1.1</td>
<td></td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>self-control.</td>
<td>ELA.E1.R.1.1d</td>
<td></td>
</tr>
<tr>
<td>• Express and use the program’s key</td>
<td></td>
<td>B-LS9.Gather evidence</td>
<td>ELA.E1.C.2.1</td>
<td></td>
</tr>
<tr>
<td>terms.</td>
<td></td>
<td>and consider multiple</td>
<td>ELA.E1.C.8.1a-b</td>
<td></td>
</tr>
<tr>
<td>• Use a budget as a strategy to monitor</td>
<td></td>
<td>perspectives to make</td>
<td></td>
<td></td>
</tr>
<tr>
<td>income, expenses, and other financial</td>
<td></td>
<td>informed decisions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>records.</td>
<td></td>
<td>B-LS10.Participate in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Demonstrate an understanding that</td>
<td></td>
<td>enrichment and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>businesses are constrained by limited</td>
<td></td>
<td>extracurricular</td>
<td></td>
<td></td>
</tr>
<tr>
<td>resources.</td>
<td></td>
<td>activities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Express the importance of profit to</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the success of a business.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice using the features and</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>functionality of the simulation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students focus on the interconnected</td>
<td></td>
<td>critical-thinking</td>
<td>ELA.E1.AOR.5.1</td>
<td>ACE.4</td>
</tr>
<tr>
<td>aspects of profit, price, cost, and</td>
<td></td>
<td>skills to make</td>
<td>ELA.E1.AOR.6.1</td>
<td>SPMD.4</td>
</tr>
<tr>
<td>production.</td>
<td></td>
<td>informed decisions.</td>
<td>ELA.E1.AOR.7.1</td>
<td></td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>B-LS5.Apply media and</td>
<td>ELA.E1.C.8.1a-b</td>
<td></td>
</tr>
<tr>
<td>• Express the profit equation.</td>
<td></td>
<td>technology skills.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe how price is determined by</td>
<td></td>
<td>B-LS9.Gather evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cost plus markup.</td>
<td></td>
<td>and consider multiple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice using the features and</td>
<td></td>
<td>perspectives to make</td>
<td></td>
<td></td>
</tr>
<tr>
<td>functionality of the simulation</td>
<td></td>
<td>informed decisions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>B-LS10.Participate in</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>enrichment and</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>extracurricular</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>activities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competition Prep: Examining R&amp;D and</td>
<td>NA</td>
<td>B-LS1.Demonstrate</td>
<td>English 1-2</td>
<td>Mathematical Process Standards</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td>critical-thinking</td>
<td>ELA.E1.AOR.5.1-2</td>
<td>1-8</td>
</tr>
<tr>
<td>Students focus on the impact R&amp;D and</td>
<td></td>
<td>skills to make</td>
<td>ELA.E1.AOR.6.1</td>
<td></td>
</tr>
<tr>
<td>marketing can have on the product and</td>
<td></td>
<td>informed decisions.</td>
<td>ELA.E1.AOR.7.1</td>
<td></td>
</tr>
<tr>
<td>the profits.</td>
<td></td>
<td>B-LS5.Apply media and</td>
<td>ELA.E1.C.8.1a-b</td>
<td></td>
</tr>
<tr>
<td>Students will:</td>
<td></td>
<td>technology skills.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Describe why R&amp;D and marketing</td>
<td></td>
<td>B-LS9.Gather evidence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>expenses are investments.</td>
<td></td>
<td>and consider multiple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Express how R&amp;D and marketing</td>
<td></td>
<td>perspectives to make</td>
<td></td>
<td></td>
</tr>
<tr>
<td>decisions support the success of a</td>
<td></td>
<td>informed decisions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>company.</td>
<td></td>
<td>B-LS10.Participate in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Practice using the features and</td>
<td></td>
<td>enrichment and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>functionality of the simulation</td>
<td></td>
<td>extracurricular</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>activities.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2022 Junior Achievement USA® 57
<table>
<thead>
<tr>
<th>Session Details</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCC ELA Standards</th>
<th>SCCC Math</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Competition Prep: Considering Economic Factors</strong>&lt;br&gt;Students explore economic circumstances under which they may implement different strategies in preparation of the alternative scenario games available in the simulation.&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Express and use the program’s key terms.&lt;br&gt;• Express the importance of profit to a business’s success.&lt;br&gt;• Evaluate and select the optimal business-based choices using the resources available.&lt;br&gt;• Recognize that shocks to demand or supply affect business management decisions.</td>
<td><strong>Financial Literacy</strong>&lt;br&gt;Standard 2: Demonstrate an understanding of how scarcity and choice influence individual financial decisions. EPF.1.IN Research and utilize evidence to explain how various economic systems address the basic economic questions regarding distribution of resources.</td>
<td>B-LS1. Demonstrate critical-thinking skills to make informed decisions.&lt;br&gt;B-LS5. Apply media and technology skills.&lt;br&gt;B-LS9. Gather evidence and consider multiple perspectives to make informed decisions.&lt;br&gt;B-LS10. Participate in enrichment and extracurricular activities.</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.1&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.8.1a-b</td>
<td><strong>Mathematical Process Standards</strong> 1-8</td>
</tr>
<tr>
<td><strong>Competition Prep: Presenting the JA Titan of Business Competition</strong>&lt;br&gt;In this game-based session, students compete as businesses to see which will be crowned the JA Titan of Industry.&lt;br&gt;<strong>Students will:</strong>&lt;br&gt;• Express the importance of profit to the success of a business.&lt;br&gt;• Apply the profit equation: profit equals total revenue minus total costs.&lt;br&gt;• Demonstrate an understanding that companies are constrained by limited resources.&lt;br&gt;• Evaluate the possible trade-offs for each business decision before committing to the decision.&lt;br&gt;• Use a budget as a strategy to monitor income, expenses, and other financial records.&lt;br&gt;• Identify potential customers and their preferred phone features to increase profitability.&lt;br&gt;• Identify a new phone feature to be developed to potentially increase profits. Additionally, depending on the simulation settings selected, students may:&lt;br&gt;• Apply debt financing for profitability.&lt;br&gt;• Express the benefits to a business of making intentional, positive CSR decisions for the business, its employees, and the community.</td>
<td><strong>Financial Literacy</strong>&lt;br&gt;EPF.2.ER Research and analyze the factors that impact personal income and long-term earning potential</td>
<td>B-LS1. Demonstrate critical-thinking skills to make informed decisions.&lt;br&gt;B-LS5. Apply media and technology skills.&lt;br&gt;B-LS9. Gather evidence and consider multiple perspectives to make informed decisions.&lt;br&gt;B-LS10. Participate in enrichment and extracurricular activities.&lt;br&gt;B-SS 1. Use effective oral and written communication skills and listening skills.&lt;br&gt;B-SS 2. Create positive and supportive relationships with other students.&lt;br&gt;B-SS 3. Create relationships with adults that support success.</td>
<td>English 1-2&lt;br&gt;ELA.E1.AOR.5.1&lt;br&gt;ELA.E1.AOR.6.1&lt;br&gt;ELA.E1.AOR.7.1&lt;br&gt;ELA.E1.C.8.1a-b</td>
<td><strong>Statistics &amp; Probability Standards</strong>&lt;br&gt;ACE.4&lt;br&gt;SPMD.4</td>
</tr>
</tbody>
</table>
## Session Details

### Deep Dive: Research & Development*

This session provides a deeper exploration and study of R&D concepts.

**Students will:**
- Express the importance of R&D to the continued profitability of a business.
- Identify a new feature to be developed for a smartphone that would potentially increase profits and practice working through the product design phase.

### Deep Dive: Marketing*

This session provides a deeper exploration and study of marketing concepts.

**Students will:**
- Express the importance of marketing as an investment in the continued profitability of a business.
- Apply the Four Ps of Marketing (product, place, price, and promotion) to a marketing plan to potentially increase a company’s profits.

### Deep Dive: Corporate Social Responsibility*

In this session, students analyze how a company can be a good community partner and socially responsible, culminating in a case study to explore how investing in CSR and being a good corporate citizen can impact a business and its many stakeholders.

**Students will:**
- Express how a business, its employees, and the community all benefit when the business makes intentional, positive CSR decisions.
- Resolve an ethical business dilemma between a business’s responsibilities of profit versus its responsibilities.
### Session Details

**Deep Dive: Daily Business Operations Speaker Session**

In this volunteer-led session, a volunteer presents how his/her own business knowledge applies and relates to the business concepts in the simulation.

**Students will:**
- Recognize real-world applications of the terms and concepts from the game through a volunteer guest speaker presentation.

<table>
<thead>
<tr>
<th>Session Details</th>
<th>Social Studies Standards</th>
<th>ASCA Student Standards</th>
<th>SCCCR ELA Standards</th>
<th>SCCCR Math</th>
</tr>
</thead>
</table>
| Deep Dive: Daily Business Operations Speaker Session* | NA | B-LS10 Particpate in enrichment and extracurricular activities. | English 1-2  
ELA.E1.AOR.5.1  
ELA.E1.AOR.6.1  
ELA.E1.AOR.7.1  
ELA.E1.C.8.1a-b  
ELA.E1.C.9.1a-b  

English 3-4  
ELA.E3.AOR.5.1  
ELA.E3.AOR.6.1  
ELA.E3.AOR.7.1  
ELA.E3.C.8.1a-b  
ELA.E3.C.9.1a-b | NA |