

# Blended A Correlation: JA Company Program® Blended Model and National Content Standards for Entrepreneurship Education

Meeting One—Start a Business
Meeting Two—Fill a Need
Meeting Three—Vet the Venture
Meeting Four—Create a Structure
Meeting Five—Launch the Business
Meeting Six through Eleven—Run the Business
Topic: Capitalization
Topic: Finance
Topic: Management and Leadership
Topic: Marketing
Topic: Sales
Topic: Supply Chain
Meeting Twelve—Liquidate the Company
Meeting Thirteen—Create a Personal Action Plan

A	Entrepreneurial Process	Meeting One—Start a Business	Meeting Two—Fill a Need	Meeting Three—Vet the Venture	Meeting Four—Create a Structure	Meeting Five—Launch the Business	Meeting Six through Eleven—Run the Business	Topic: Capitalization	Topic: Finance	Topic: Management and Leadership	Topic: Marketing	Topic: Sales	Topic: Supply Chain	Meeting Twelve—Liquidate the Company	Meeting Thirteen—Create a Personal Action Plan
A.01	Explain the need for entrepreneurial discovery	●	●												
A.02	Discuss entrepreneurial discovery processes		●	●	●										
A.03	Assess global trends and opportunities		●												
A.04	Determine opportunities for venture creation		●	●											
A.05	Assess opportunities for venture creation			●	●	●									
A.06	Describe idea-generation methods		●	●											
A.07	Generate venture ideas		●	●											
A.08	Determine feasibility of ideas		●	●	●										
A.09	Describe entrepreneurial planning considerations		●	●	●										
A.10	Explain tools used by entrepreneurs for venture planning		●	●	●										
A.11	Assess start-up requirements			●	●			●							
A.12	Assess risks associated with venture			●	●		●	●							
A.13	Describe external resources useful to entrepreneurs during concept development		●	●	●			●							
A.14	Assess the need to use external resources for concept development			●				●							
A.16	Use components of a business plan to define venture idea			●	●										
A.17	Distinguish between debt and equity financing for venture creation	●						●							
A.18	Describe processes used to acquire adequate financial resources for venture creation/start-up	●						●							
A.19	Select sources to finance venture creation/start-up							●							
A.20	Explain factors to consider in determining a venture's human-resource needs				●		●								
A.21	Describe considerations in selecting capital resources						●	●	●						
A.22	Acquire capital resources needed for the venture						●	●	●						
A.23	Assess the costs/benefits associated with resources						●	●							
A.24	Use external resources to supplement entrepreneur's expertise			●	●		●	●							
A.25	Explain the complexity of business operations				●										
A.26	Evaluate risk-taking opportunities			●			●								
A.27	Explain the need for business systems and procedures				●										
A.28	Describe the use of operating procedures					●									
A.29	Explain methods/processes for organizing work flow					●									
A.30	Develop and/or provide product/service						●				●	●	●		
A.31	Use creativity in business activities/decisions		●	●	●		●								
A.34	Adapt to changes in business environment						●	●							
A.35	Explain the need for continuation planning						●	●							
A.37	Evaluate options for continued venture involvement						●							●	
A.38	Develop exit strategies													●	●

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B	Entrepreneurial Traits/Behaviors	Meeting One—Start a Business	Meeting Two—Fill a Need	Meeting Three—Vet the Venture	Meeting Four—Create a Structure	Meeting Five—Launch the Business	Meeting Six through Eleven—Run the Business	Topic: Capitalization	Topic: Finance	Topic: Management and Leadership	Topic: Marketing	Topic: Sales	Topic: Supply Chain	Meeting Twelve—Liquidate the Company	Meeting Thirteen—Create a Personal Action Plan
B.01	Demonstrate honesty and integrity						•			•					
B.02	Demonstrate responsible behavior					•	•			•					
B.03	Demonstrate initiative						•			•					
B.05	Exhibit passion for goal attainment						•			•					
B.06	Recognize others' efforts					•	•			•					
B.07	Lead others using positive statements					•	•			•					
B.08	Develop team spirit					•	•			•					
B.09	Enlist others in working toward a shared vision						•			•					
B.10	Share authority, when appropriate						•			•					
B.11	Value diversity					•	•								
B.12	Describe desirable entrepreneurial personality traits	•								•					
B.13	Determine personal biases and stereotypes	•													
B.14	Determine interests	•													
B.15	Evaluate personal capabilities	•								•					
B.16	Conduct self-assessment to determine entrepreneurial potential	•													
B.19	Make decisions			•		•	•			•					
B.20	Develop an orientation to change			•	•		•								
B.21	Demonstrate problem-solving skills				•		•								
B.22	Assess risks						•								
B.23	Assume personal responsibility for decisions						•			•					
B.28	Set personal goals						•								•
C	<b>Business Foundations</b>														
C.01	Explain the role of business in society			•											
C.02	Describe types of business activities			•	•										
C.03	Explain types of businesses			•	•	•									
C.07	Describe the role of management in the achievement of quality									•					
C.11	Describe marketing functions and related activities					•					•				
C.12	Explain the nature and scope of operations management				•	•					•				
C.13	Explain the concept of management				•	•				•					
C.14	Explain the concept of financial management				•	•			•						
C.15	Explain the concept of human resource management				•	•									
C.16	Explain the concept of risk management				•		•								

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D	Communications and Interpersonal Skills	Meeting One	Meeting Two	Meeting Three	Meeting Four	Meeting Five	Meeting Six	Meeting Seven	Meeting Eight	Meeting Nine	Meeting Ten	Meeting Eleven	Meeting Twelve	Meeting Thirteen
D.01	Explain the nature of effective communications		●		●	●	●			●				
D.02	Apply effective listening skills		●		●	●	●			●	●			
D.03	Use proper grammar and vocabulary				●	●	●			●	●			
D.04	Reinforce service orientation through communication						●			●				
D.05	Explain the nature of effective verbal communications						●			●				
D.06	Address people properly					●	●			●				
D.08	Make oral presentations			●		●	●			●				
D.14	Prepare simple written reports						●						●	
D.15	Prepare complex written reports						●						●	
D.17	Follow directions						●						●	
D.18	Explain the nature of staff communication				●		●			●				
D.19	Give directions for completing job tasks						●			●				
D.20	Conduct staff meetings						●			●				
E	Digital Skills	Meeting One	Meeting Two	Meeting Three	Meeting Four	Meeting Five	Meeting Six	Meeting Seven	Meeting Eight	Meeting Nine	Meeting Ten	Meeting Eleven	Meeting Twelve	Meeting Thirteen
E.01	Use basic computer terminology				●		●			●				
E.02	Apply basic commands of operating system software				●		●			●				
E.03	Employ desktop operating skills				●		●			●				
E.04	Determine file organization						●			●				
E.05	Demonstrate system utilities for file management						●			●				
E.07	Use reference materials to access information						●			●				
E.08	Use menu systems						●			●				
E.11	Demonstrate basic search skills on the Web						●			●				
E.17	Explain the nature of e-commerce											●		
E.18	Describe the impact of the Internet on business											●		

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H. Professional Development		Meeting One—Start a Business	Meeting Two—Fill a Need	Meeting Three—Vet the Venture	Meeting Four—Create a Structure	Meeting Five—Launch the Business	Meeting Six through Eleven—Run the Business	Topic: Capitalization	Topic: Finance	Topic: Management and Leadership	Topic: Marketing	Topic: Sales	Topic: Supply Chain	Meeting Twelve—Liquidate the Company	Meeting Thirteen—Create a Personal Action Plan
H.01	Evaluate career opportunities based on current/future economy														●
H.02	Analyze employer expectations in the business environment														●
H.04	Select and use sources of career information														●
H.05	Determine tentative occupational interest														●
H.06	Explain employment opportunities in entrepreneurship														●
H.07	Utilize job-search strategies														●
H.13	Describe techniques for obtaining work experience														●
H.14	Explain the need for ongoing education as a worker														●
H.18	Use networking techniques for professional growth														●
I. Financial Management															
I.02	Prepare estimated/projected income statement					●	●	●	●						
I.03	Estimate cash-flow needs					●	●	●	●						
I.04	Prepare estimated/projected balance sheet					●	●	●	●						
I.05	Calculate financial ratios					●	●	●	●						
I.08	Explain the purposes and importance of obtaining business credit							●	●						
I.09	Make critical decisions regarding acceptance of bank cards							●	●						
I.13	Explain the nature of overhead/operating expenses			●	●	●	●	●	●						
I.14	Determine financing needed to start a business			●	●	●	●	●	●						
I.16	Explain sources of financial assistance							●	●						
I.17	Explain loan evaluation criteria used by lending institutions							●	●						
I.18	Select sources of business loans							●	●						
I.19	Establish relationship with financial institutions							●	●						
I.22	Establish financial goals and objectives			●	●	●	●	●	●						
I.23	Develop and monitor budget							●	●						
I.24	Manage cash flow			●	●	●	●	●	●						
I.25	Explain the nature of capital investment			●	●	●	●	●	●						
I.28	Supervise/implement regular accounting procedures and financial reports						●	●	●						
J. Human Resource Management															
J.01	Develop a personnel organizational plan					●	●	●	●						
J.02	Develop job descriptions						●	●	●						
J.03	Develop compensation plan/incentive systems						●	●	●						
J.04	Organize work/projects for others						●	●	●						
J.05	Delegate responsibility for job tasks					●	●	●	●						
J.21	Build organizational culture						●	●	●						
J.22	Assess employee morale						●	●	●						
J.23	Provide feedback on work efforts						●	●	●						
J.24	Assess employee performance						●	●	●						

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<b>K</b>	<b>Information Management</b>	Meeting One—Start a Business	Meeting Two—Fill a Need	Meeting Three—Vet the Venture	Meeting Four—Create a Structure	Meeting Five—Launch the Business	Meeting Six through Eleven—Run the Business	Topic: Capitalization	Topic: Finance	Topic: Management and Leadership	Topic: Marketing	Topic: Sales	Topic: Supply Chain	Meeting Twelve—Liquidate the Company	Meeting Thirteen—Create a Personal Action Plan
K.01	Explain the nature of business records						●		●						
K.02	Maintain record of daily financial transactions						●		●						
K.03	Record and report sales tax						●		●						
K.04	Develop payroll record keeping system						●		●						
K.05	Maintain personnel records						●		●						
K.06	Maintain customer records						●		●		●				
<b>L</b>	<b>Marketing Management</b>														
L.01	Explain methods to generate a product/service idea		●												
L.02	Generate product/service ideas		●							●	●	●			
L.04	Determine product vendor/service to fill customer need		●	●							●	●			
L.05	Determine initial feasibility of product/service ideas		●	●							●	●			
L.06	Plan product/service mix										●				
L.07	Choose product name		●	●	●						●				
L.08	Determine unique selling proposition		●	●	●						●	●			
L.09	Develop strategies to position product/service										●	●			
L.10	Build brand/image						●				●	●			
L.11	Evaluate customer experience						●				●	●			
L.12	Explain the concept of market and market identification										●				
L.14	Determine market segments											●			
L.15	Select target markets						●					●			
L.16	Conduct market analysis						●				●				
L.17	Explain the concept of marketing strategies										●	●			
L.18	Describe the nature of marketing planning										●	●			
L.19	Set a marketing budget						●			●					
L.20	Develop marketing plan						●				●	●			
L.21	Monitor and evaluate performance of marketing plan						●				●	●			
L.22	Describe the elements of the promotional mix										●				
L.23	Calculate advertising media costs				●	●	●			●	●				
L.24	Select advertising media				●	●	●			●	●	●			
L.29	Select sales-promotion options				●	●	●					●			
L.30	Write sales letters											●			
L.32	Evaluate effectiveness of advertising						●					●			
L.33	Calculate breakeven point								●						
L.34	Explain factors affecting pricing decisions								●						
L.35	Establish pricing objectives								●						
L.36	Select pricing strategies				●	●									
L.37	Set prices				●	●	●								

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L.38	Adjust prices to maximize profitability				●	●	●		●										
L.39	Acquire product information for use in selling										●	●							
L.40	Analyze product information to identify product features and benefits										●	●							
L.41	Prepare for the sales presentation							●			●	●							
L.42	Establish relationship with client/customer										●	●							
L.43	Determine customer/client needs										●	●							
L.44	Determine customer's buying motives for use in selling								●			●	●						
L.45	Differentiate between consumer and organizational buying behavior											●	●						
L.46	Recommend specific product											●	●						
L.47	Convert customer/client objections into selling points											●	●						
L.48	Close the sale											●	●						
L.49	Demonstrate suggestion selling											●	●						
L.50	Plan follow up strategies for use in selling											●	●						
L.51	Process sales documentation											●	●						
L.52	Prospect for customers											●	●						
L.53	Plan strategies for meeting sales quotas											●	●						
L.54	Analyze sales reports											●	●						
L.55	Train staff to support sales efforts											●	●						
L.56	Analyze technology for use in the sales function											●	●						
<b>M Operations Management</b>																			
M.01	Plan business layout					●	●					●							
M.02	Determine equipment needs					●		●				●							
M.03	Document business systems and procedures						●	●				●							
M.04	Establish operating procedures						●	●				●							
M.05	Develop project plans							●	●			●							
M.06	Analyze business processes and procedures							●	●			●							
M.07	Implement quality improvement techniques								●			●						●	
M.08	Evaluate productivity of resources											●							
M.10	Select business location					●	●	●				●							
M.11	Select distribution channels					●	●	●										●	
M.12	Develop and implement order-fulfillment processes					●	●	●										●	
M.13	Explain the buying process					●	●	●										●	
M.14	Describe the nature of buyer reputation and vendor relationships																	●	
M.15	Establish company buying/purchasing policies																	●	
M.16	Conduct vendor search					●	●	●										●	
M.17	Choose vendors					●	●	●										●	
M.18	Negotiate contracts with vendors					●	●	●										●	
M.19	Place orders					●	●	●										●	
M.20	Barter with vendors					●	●	●										●	

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M.21	Schedule staff																											
M.22	Maintain inventory of products/supplies																											
M.23	Organize shipping/receiving																											
<b>N</b>	<b>Risk Management-</b>																											
N.10	Establish safety policies and procedures																											
N.14	Explain legal issues affecting businesses																											
N.15	Protect intellectual property rights																											
N.16	Select form of business ownership																											
N.17	Obtain legal documents for business operations																											
N.18	Describe the nature of businesses' reporting requirements																											
N.20	Implement workplace regulations (including OSHA, ADA)																											
N.21	Develop strategies for legal/government compliance																											
<b>O</b>	<b>Strategic Management</b>																											
O.02	Conduct competitive analysis																											
O.04	Develop company goals/objectives																											
O.05	Develop business mission																											
O.06	Forecast income/sales																											
O.07	Conduct break-even analysis																											
O.08	Develop action plans																											
O.09	Develop business plan																											
O.10	Use budgets to control operations																											
O.11	Develop expense-control plans																											
O.12	Analyze cash-flow patterns																											
O.13	Interpret financial statements																											
O.14	Analyze operating results in relation to budget/industry																											
O.15	Track performance of business plan																											