

JA Company Program and the Newfoundland and Labrador Entrepreneurship 3209 Curriculum

JA Company Program consists of weekly sessions over a four-month period where students are guided through the process of creating and operating a business. Advisors from the local business community teach basic entrepreneurship principles and are there to provide insight and support as students brainstorm and select a business idea, vote on company roles, and manage their business' production, finances, sales, marketing, and more. JA Company Program's core concepts and weekly learnings share many similarities with Entrepreneurship 3209 SCOs and elaboration topics.

JA Company Program Outline

Phase 1 - Inspire: Aims to inspire students to create an exciting entrepreneurial venture through collaboration.

- Get to know each other, including strengths and motivations
- Establish expectations and excite students about the program learning opportunity
- Collaboratively develop group working norms
- Consider a variety of possible products, services, and business models
- Learn about the roles available within the Company and identify leadership styles

Phase 2 - Unite: Participants unite ideas and people to form the leadership framework, innovative market solution, and business model to achieve the co-created mission.

- Understand the criteria for selecting the nature of the business venture, potential mechanisms for funding business ideas and product pitching
- Establish the details of the student company using the business model canvas and clearly define the proposed value proposition
- Revisit the concept of leadership and define roles
- Finalize the mission and establish the organizational structure
- Establish the department functions and individual responsibilities to the team

Phase 3 - Build: Building a new business requires a strong foundation based on planning, strategy and communication.

- Create an accountability framework and department work plans
- Develop and establish Key Performance Indicators (KPI) and department work plans
- Quantify start-up capital needs, resources, and break-even point
- Create the Lean Business Plan

Phase 4 - Launch: Successful entrepreneurial ventures are results of efficient production, compelling sales and accurate metrics.

- Implement the strategy defined by the Business Model Canvas and/or Lean Business Plan and apply department work plans.
- Continue production or product or marketing of service
- Conduct sales
- Maintain accurate records

Phase 5 - Achieve: Personal potential is realized when individuals take risks, engage in new experiences and collaborate with others, and celebrate the success achieved together.

- Understand the steps to close a business
- Share learning outcomes and successes in a variety of formats Conduct a final status meeting
- Reflect, appraise, and submit feedback to improve program experience

Unit One – Business and the Marketplace	JA Phase 1 Inspire	JA Phase 2 Unite	JA Phase 3 Build	JA Phase 4 Launch	JA Phase 5 Achieve
SCO 1.0: The student will be expected to demonstrate an understanding of essential economic concepts in business	★	★	★	★	
1.1 explain the relationship between consumer needs and wants, and business	★		★		
1.2 explain the relationship between supply, demand and price	★		★		
1.3 identify and describe economic sectors					
SCO 2.0: The student will be expected to demonstrate an understanding of how a business functions	★	★	★	★	★
2.1 compare types of business organization					
2.2 explain the primary tasks involved in running a business	★	★	★	★	★
2.3 explain how businesses change over time			★	★	★
SCO 3.0: The student will be expected to demonstrate an understanding of factors that affect the success of a business	★	★	★	★	
3.1 explain the qualities of successful businesses			★	★	
3.2 explain the significance of effective leadership	★	★	★		

3.3 explain the relationship between consumer choice and competition			★		
3.4 explain the significance of ethics, social responsibility and sustainability	★		★		

Unit Two – Entrepreneurship and New Ventures	JA Phase 1 Inspire	JA Phase 2 Unite	JA Phase 3 Build	JA Phase 4 Launch	JA Phase 5 Achieve
SCO 4.0: The student will be expected to demonstrate an understanding of entrepreneurship	★	★	★	★	
4.1 describe the characteristics and skills of effective entrepreneurs	★				
4.2 evaluate the risks and benefits of entrepreneurship					
4.3 develop a personal profile of entrepreneurial characteristics	★	★	★	★	
SCO 5.0: The student will be expected to demonstrate an understanding of venture potential	★	★			
5.1 identify sources of ideas for new ventures	★				
5.2 evaluate ventures that have been developed to meet consumer demand	★		★		
5.3 identify venture opportunities	★				
5.4 evaluate venture opportunities	★	★	★		

Unit Three – Creating a Venture	JA Phase 1 Inspire	JA Phase 2 Unite	JA Phase 3 Build	JA Phase 4 Launch	JA Phase 5 Achieve
SCO 6.0: The student will be expected to demonstrate an understanding of venture planning	★	★	★	★	
6.1 explain the purpose of a venture plan		★	★	★	
6.2 explain the benefits of project planning and strategic planning		★	★	★	
6.3 explain the need for flexibility and adaptability in venture planning and implementation		★	★	★	
SCO 7.0: The student will be expected to create a venture marketing plan	★	★	★	★	★
7.1 describe a venture opportunity		★	★		
7.2 improve a venture opportunity	★	★	★	★	
7.3 present a venture marketing plan to an audience		★	★		★

Unit Four – Social Entrepreneurship	JA Phase 1 Inspire	JA Phase 2 Unite	JA Phase 3 Build	JA Phase 4 Launch	JA Phase 5 Achieve
SCO 8.0 The student will be expected to demonstrate an understanding of social entrepreneurship	★	★	★	★	★
8.1 recognize social issues	★				
8.2 explain the significance of social objectives	★				
8.3 use entrepreneurial principles to provide a systemic and sustainable solution to achieve a social objective		★	★		

Bold text indicates the SCOs and elaboration topics that are addressed directly through JA resources.

Unit One – Business and the Marketplace		
Entrepreneurship 3209 SCOs	Summary of Curriculum Guide Elaboration Topics	JA Company Program resources that support bolded elaboration topics
SCO 1.0: The student will be expected to demonstrate an understanding of essential economic concepts in business		
1.1 explain the relationship between consumer needs and wants, and business	<ul style="list-style-type: none"> • needs and wants • economic systems • marketplace • business 	Phase 1: JA Canada Human Centered Design Thinking presentation Phase 1: JA Canada Product & Service Research Assignment presentation Updated worksheet: - Product Description - Target Market: Who, What, Where, When, Why, How Much - Competitive Advantage - Production Materials - Supply Chain & Costs Phase 3: The 4Ps of Marketing
1.2 explain the relationship between supply, demand and price	<ul style="list-style-type: none"> • graphs, elastic and inelastic demand • how price is determined • effect of competition 	Phase 1: JA Canada Human Centered Design Thinking presentation Phase 3: The 4Ps of Marketing
1.3 identify and describe economic sectors	<ul style="list-style-type: none"> • primary industries, • secondary industries, • tertiary industries, and • quaternary industries. • GDP 	
SCO 2.0: The student will be expected to demonstrate an understanding of how a business functions		
2.1 compare types of business organization	Students should consider the relative strengths and weaknesses of the following forms of business organization: <ul style="list-style-type: none"> • Sole Proprietorship • Partnership • Corporation Discussion should also include	Shareholders are discussed within the program as a means to raise money for a business to conduct business and calculating shareholder payouts are also addressed.

	<p>the role of shareholders, in the context of both public and private ownership. The concept of return on investment (ROI) A brief introduction to franchises should focus on the benefits to the franchisor and franchisee.</p>	
<p>2.2 explain the primary tasks involved in running a business</p>	<ul style="list-style-type: none"> • Marketing and Advertising - includes product, price, place, promotion, competition and customers • Production - what constitutes the factors of production; various ways and considerations in relation to how businesses produce goods/services • Management and Human Resources - planning, organizing and controlling business operations; improving overall productivity and efficiency; finding and retaining employees • Financial Planning and Analysis - basic accounting concepts; reading and interpreting financial statements (balance sheet, income statement, cash flow) • Legal Issues and Responsibilities - what regulations govern the business; are there ethical and moral obligations 	<p>Phase 1: Executive Team Role Descriptions Phase 1: JA Company Code of Ethics presentation What would you do? Ethical Dilemmas and Company Program Phase 1: JA Canada Corporate Social Responsibility presentation</p> <p>Phase 2: Capitalization Requirements Phase 2: Interview Process Questions for Candidates Phase 2: Org Chart with all Dept. Roles</p> <p>Phase 3: The Triple Bottom Line Phase 3: Resources Available by Dept. Phase 3: Production - Record Keeping Phase 3: Free Marketing Tools Phase 3: The 4Ps of Marketing Phase 3: Packaging Design Inspiration Phase 3: Marketing Plan Template Phase 3: The Sales Cycle Phase 3: Tech Tools for JA Company Program</p> <p>Phase 4: Your Company Journey</p> <p>Phase 5: Sample Meeting Agenda</p> <p><i>Enrichment:</i> <i>Phase 3: Quality Control - The 7 QC Tools</i> <i>Phase 3: Health and Safety Inspection</i> <i>Phase 4: Sample Meeting Agenda</i> <i>Phase 5: Liquidation - Financial Statements</i> <i>Phase 5: Liquidation - Audit</i></p>

<p>2.3 explain how businesses change over time</p>	<p>Business is a dynamic and ever-changing area. New products and services enter the marketplace, others change, and some disappear, all in response to the needs and wants of humans.</p> <ul style="list-style-type: none"> • product life cycle - virtually all products have a limited life; most products pass through the following stages: market introduction, growth, maturity, and saturation and decline • business life cycle - (e.g., establishment, growth, expansion, maturity, decline) <p>'big idea' is that businesses grow, and then often age; the challenge for businesses is to remain relevant in the marketplace as they mature</p> <ul style="list-style-type: none"> • economic (business) cycle - refers to economy-wide fluctuations in economic activity over months or years, involving economic growth (expansion or boom), and periods of decline (recession); businesses typically increase production and have greater sales and profits during the growth phase, and less output, profits and fewer employees during the decline phase 	<p>JA - Company Program Welcome video</p> <p>Phase 3: The Sales Cycle</p> <p>Phase 4: Change Management Intro =====</p> <p><i>Enrichment:</i> <i>Phase 5: Liquidation - Company Liquidation</i></p>
<p>SCO 3.0: The student will be expected to demonstrate an understanding of factors that affect the success of a business</p>		
<p>3.1 explain the qualities of successful businesses</p>	<p>a successful business earns a profit while meeting a need in the marketplace.</p> <p>business success: • filling a market niche, • understanding demographics, and • responsiveness to change.</p>	<p>Phase 3: The Triple Bottom Line</p> <p>Phase 4: Change Management Intro</p>
<p>3.2 explain the significance of effective leadership</p>	<p>Effective leadership • calculated risk taking, • vision and passion, • perseverance, and • teamwork.</p>	<p>Phase 1: Leadership style and roles Phase 1: Executive Team Role Descriptions</p> <p>Phase 2: Interview Process Questions</p>

	<p>Successful businesses work diligently to attract and retain customers.</p> <ul style="list-style-type: none"> • providing excellent customer service, • determining customers want and providing it, and • producing quality products. <p>business practices: to ensure that businesses behave in an ethically and socially responsible manner. The actions of consumers also help ensure that businesses function and adopt practices to ensure economic, environmental and social sustainability.</p>	<p>for Candidates</p> <p>Phase 3: Tech Tools for JA Company Program</p>
3.3 explain the relationship between consumer choice and competition		Phase 3: Marketing Plan Template
3.4 explain the significance of ethics, social responsibility and sustainability		<p>Phase 1: JA Company Code of Ethics presentation. What would you do? Ethical Dilemmas and Company Program</p> <p>Phase 1: Corporate Social Responsibility</p> <p>Phase 3: The Triple Bottom Line</p>

Unit Two - Entrepreneurship and New Ventures		
Entrepreneurship 3209 SCOs	Summary of Curriculum Guide Elaboration Topics	JA Company Program resources that support bolded elaboration topics
SCO 4.0: The Student will be expected to demonstrate an understanding of entrepreneurship		
4.1 describe the characteristics and skills of effective entrepreneurs	<ul style="list-style-type: none"> • the economic spin-off of individual ventures (e.g., hiring employees, purchasing, etc.) • the influence of new thinking / innovation / competition on other businesses (e.g., some of the positive effects of competition include lower prices for consumers, higher quality products and services, etc.). 	Phase 1: SMART goals sheet and video
4.2 evaluate the risks and benefits of entrepreneurship		
4.3 develop a personal profile of entrepreneurial characteristics		Phase 1: Executive Team Role Descriptions Phase 2: Interview Process Questions for Candidates Phase 3: The Sales Cycle Phase 4: Change Management Intro
SCO 5.0: The student will be expected to demonstrate an understanding of venture potential		
5.1 identify sources of ideas for new ventures	<p>Generally, new ideas for a business venture come from two sources:</p> <ul style="list-style-type: none"> • a new idea or innovation, or • identified demand in the marketplace. <p>identify the product or service and identify the need that it filled describe the company, the target market, advertising used, how well the product or service meets consumer demand, in the short and long term if it is to remain relevant in the marketplace, if the business no longer exists, explain what happened</p>	Phase 1: JA Company Program Welcome video
5.2 evaluate ventures that have been developed to meet consumer demand		Phase 1: JA Canada Human Centered Design Thinking presentation Phase 1: Production Inspiration Slides Brainstorming Activity Phase 3: Packaging Design Inspiration Phase 3: The Sales Cycle Phase 3: The Triple Bottom Line
5.3 identify venture opportunities		Phase 1: JA Canada Human Centered Design Thinking presentation

<p>5.4 evaluate venture opportunities</p>	<p>Phase Two: should ask students to critique venture ideas to determine which are most likely to be successful. The business concept must be aimed at establishing a stable, profitable business or one with strong growth potential.</p> <ul style="list-style-type: none"> • how the opportunity is unique and • why is it likely to be successful? <p>develop proficiency in both communication and participation / collaboration. The ability to communicate effectively using a variety of mediums, and to work cooperatively with others to achieve common goals Edwards de Bono's "six thinking hats</p>	<p>Phase 1: JA Canada Human Centered Design Thinking presentation</p> <p>Phase 2: Business Model Canvas - The Lean Playbook video</p> <p>Phase 2: Pitch Evaluation Criteria</p> <p>Phase 3: Product or Service Approval</p> <p>Phase 3: Digital Product or Service Approval Form</p> <p>Phase 3: Create A Mission Statement</p> <p>Phase 3: Pre-Sales Training and "How's How to Sell a Product</p> <p>Phase 3: Production Cycle</p> <p>Phase 3: The Triple Bottom Line</p> <p>Phase 1: What is Norming</p>
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Unit Three – Creating a Venture		
Entrepreneurship 3209 SCOs	Summary of Curriculum Guide Elaboration Topics	JA Company Program resources that support bolded elaboration topics
SCO 6.0: The student will be expected to demonstrate an understanding of venture planning		
6.1 explain the purpose of a venture plan	<p>The more carefully a venture opportunity is developed through planning, the greater the likelihood of success. It is the process of asking questions and generating responses - often multiple times - that helps to minimize risk.</p> <ul style="list-style-type: none"> • Planning is not a substitute for a poorly conceived business idea nor for a product or service that does not satisfy a demand in the marketplace <p>Well-developed plan is used to help secure loans and solicit other investors if the plan clearly lays out a process that will yield a return on investment.</p> <p>Finally, given that entrepreneurship is a highly creative and dynamic process, highly effective businesses use data (e.g., market demographics) and feedback (e.g., feedback from customers) to refine and even alter their plans as they work to achieve their goals. Therefore, students are encouraged to develop habits of mind that allow for flexibility in thinking.</p>	Phase 2: Business Model Canvas
6.2 explain the benefits of project planning and strategic planning		Phase 3: Marketing Plan Template
6.3 explain the need for flexibility and adaptability in venture planning and implementation		Phase 3: The Sales Cycle
		Phase 4: Change Management Intro

SCO 7.0: The student will be expected to create a venture marketing plan		
<p>7.1 describe a venture opportunity</p>	<p>1. identify a venture opportunity, 2. conduct primary research to improve the venture opportunity, 3. create written marketing plan (including a sample advertisement), and 4. present the venture opportunity to a group of adjudicators.</p> <p>factors that contribute to a successful business venture, • identifying opportunities in the marketplace, and • creating products and/or services to satisfy consumer demand</p> <p>the venture does not need to be carried out; however, prototypes, models and samples should be created/used as appropriate</p>	<p>Phase 2: Business Model Canvas - The Lean Playbook</p> <p>Phase 3: Create A Mission Statement Phase 3: Human -Centric Marketing Phase 3: Packaging Design Inspiration Phase 3: Pre-Sales Training and "How's How to Sell a Product Phase 3: Marketing Plan Template Phase 3: The Sales Cycle Phase 3: The Triple Bottom Line</p>
<p>7.2 improve a venture opportunity</p>	<p>This delineation requires that students utilize both secondary and primary research to improve their venture opportunity. Refining their idea to ensure a tighter fit as they strive to satisfy market demand The interview with the businessperson should focus less on the product/service itself (don't ask them the same questions as the consumers) and more on the broader issues that you will face as an entrepreneur. E.g., • What are some of the challenges that you think we might face if we pursue a business like this? • What advice can you offer in addressing these challenges?</p>	<p>Phase 1: JA Canada Product & Service Research Assignment presentation Updated worksheet - Product Description -Target Market Who, What, Where, When, Why, How Much - Competitive Advantage - Production Materials - Supply Chain & Costs - Provision Planning - Corporate Social Responsibility - Test of Disclosure Phase 1: Prototyping presentation</p> <p>Phase 2: Build-Measure-Learn presentation</p> <p>Phase 3: Lean Business Plan Template Phase 3: Formal Business Plan</p>

	<p>• What should I pay attention to in order to increase our overall chances of being successful?</p>	<p>Template i.e., Market research Phase 3: Create A Mission Statement Phase 3: Human -Centric Marketing Phase 3: Packaging Design Inspiration Phase 3: Pre-Sales Training and "How's How to Sell a Product Phase 3: Marketing Plan Template Phase 3: The Sales Cycle Phase 3: Tech Tools for JA Company Program</p> <p>Phase 4: Change Management Intro</p> <p>JA recruits volunteers from the local business community to act as advisors for each student company and to share their insights as successful businesspeople.</p>
<p>7.3 present a venture marketing plan to an audience</p>	<p>Written venture marketing plan and the delivery of a presentation / demonstration of the venture opportunity.</p> <p>1. The first section should briefly describe the original business idea and target market you submitted in the original proposal (Step #1).</p> <p>2. The second section will: a) summarize the results of the first round of interviews, b) evaluate these results, and c) indicate what revisions you've decided to make to the product/service, & why.</p> <p>3. The third section will: a) summarize the results of the second round of interviews, b) evaluate the feedback, and c) indicate what revisions you've decided to make to the product/service, & why.</p>	<p>Phase 2: Pitch Evaluation Criteria</p> <p>Phase 3: Lean Business Plan Template Phase 3: Formal Business Plan Template i.e., Market research Phase 3: Create A Mission Statement Phase 3: Human -Centric Marketing Phase 3: Packaging Design Inspiration Phase 3: Marketing Plan Template Phase 3: The Sales Cycle Phase 3: Free Marketing Tools Phase 3: The 4Ps of Marketing Phase 3: Tech Tools for JA Company Program Phase 3: Production Phase 3: The Triple Bottom Line</p>

	<p>4. The fourth section should deal with the implications of your findings. Describe how you would implement this business and address the four Ps: product, price, promotion, and place (distribution). In other words, this section now becomes your final description of your business idea.</p> <p>5. The fifth section should provide your estimation of the overall potential of this business to be successful in terms of viability (e.g., being profitable) and market potential (e.g., growth, longevity). Consider question such as: How attractive is this opportunity? How will the business grow (new customers, new products/services, distributors, franchise, company stores, etc.)? Finally, it will be important to note what additional information you would want to collect before proceeding with the venture.</p>	<p>Phase 5: Sample Meeting Agenda</p>
	<p>how they used primary (and secondary) research to help improve their venture opportunity.</p>	
	<p>clearly explain how his/her venture will be viable in the marketplace.</p>	<p>Phase 2: Shopify - An Introduction to Shopify</p>
	<p>inclusion of a sample advertisement.</p>	<p>Phase 3: Free Marketing Tools Phase 3: The 4Ps of Marketing Phase 3: Human-Centric Marketing Phase 3: Packaging Design Inspiration Phase 3: Marketing Plan Template</p>

Unit Four – Social Entrepreneurship		
Entrepreneurship 3209 SCOs	Summary of Curriculum Guide Elaboration Topics	JA Company Program resources that support bolded elaboration topics
SCO 8.0: The student will be expected to demonstrate an understanding of social entrepreneurship		
8.1 recognize social issues	<p>A social entrepreneur recognizes a social issue and uses entrepreneurial principles to organize, create and manage a venture to help improve or eliminate the problem.</p> <p>While people typically measure business performance in terms of profit and return on investment, social entrepreneurs focus on furthering social objectives.</p> <p>Identify and understand the causes and consequences of a specific issue.</p>	Phase 3: Tech Tools for JA Company Program
8.2 explain the significance of social objectives		
8.3 use entrepreneurial principles to provide a systemic and sustainable solution to achieve a social objective	<p>apply their learning in relation to entrepreneurial thinking to help achieve a social objective.</p> <p>students should work to develop a sustainable solution to a specific social issue.</p> <p>Students should create a brief report that outlines:</p> <ol style="list-style-type: none"> 1. the issue, 2. the causes & consequences, 3. a suggested plan to resolve the problem <p>value of the corporate social entrepreneur (CSE). A CSE is defined as “...an employee of the firm who operates in a socially entrepreneurial manner; identifying opportunities for and/or championing socially responsible activity; in addition to helping the firm achieve its business targets.”</p>	<p>Phase 1: Corporate Social Responsibility</p> <p>Phase 2: Pitch Evaluation Criteria</p> <p>Phase 3: Lean Business Plan Template</p> <p>Phase 3: Formal Business Plan Template i.e., Market research</p> <p>Phase 3: Create A Mission Statement</p> <p>Phase 3: Pre-Sales Training and "How's How to Sell a Product</p> <p>Phase 3: Marketing Plan Template</p> <p>Phase 3: The Triple Bottom Line</p>