

JA COMPANY PROGRAM

Targeted Grade Level: 9-12

Lifelong Learning Model: Level 2 - Competency Awareness

Source: Junior Achievement Inc.

Availability: The product is available to schools through their local JA office.

Contact: One Education Way, Colorado Springs, CO 80906

www.ja.org

dluzzo@ja.org

Description:

This is an experiential program, facilitated by a volunteer role model from the local business community, that can be implemented either in-school or after-school. The curriculum contains a student workbook, supplementary teacher/volunteer guide, as well as forms and other resources to help students organize and operate an actual business enterprise. There are eight core activities and ten supplemental activities that are built around the four main components of the program: organizing a company, developing a business plan, managing a company, and liquidating a company. The core activities are: 1) Introduce the JA Company, 2) Assign Company Responsibilities, 3) Evaluate Product or Service Ideas, 4) Select a Product or Service, 5) Develop a Business Plan, 6) Conduct a Board of Directors Meeting, 7) Operate the Company, and 8) Conclude Operations.

SAMPLE Supported by National Content Standards for Entrepreneurship Education

L. Marketing Management

Standard: Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas

Product/Service Creation

L.01 Explain methods to generate a product/service idea

L.02 Generate product/service ideas

L.04 Determine product/service to fill customer need

L.05 Determine initial feasibility of product/service ideas

L.06 Plan product/service mix

L.08 Determine unique selling proposition

L.09 Develop strategies to position product/service

Marketing-Information Management

L.12 Explain the concept of market and market identification

L.14 Determine market segments

L.16 Conduct market analysis

L.17 Explain the concept of marketing strategies

L.18 Describe the nature of marketing planning

SAMPLE Activity 3 OBJECTIVES

Evaluate Product or Service Ideas

- * list the characteristics of successful products and services
- * brainstorm possible products or services to sell
- * develop a market survey instrument
- * design a simple research strategy

SAMPLE Activity 3 ASSESSMENT

Evaluate Product or Service Ideas

Students must apply what they have learned by using their market survey instruments and market research plans to gather information about their proposed product or service. They report their findings and decide on a final product or service at the next company meeting.

SAMPLE Activity 3 CONTENT

Evaluate Product or Service Ideas

In Activity 3, students discuss various products and services and list characteristics that contribute to quality. They examine the goals they previously set for their company and brainstorm possible products and services that should help them achieve those goals. They use written criteria to conduct an initial evaluation of the product and service ideas, including features, production considerations, and financial considerations. They discuss the importance of market research and work in groups to develop market survey instruments and market research strategies for the products and services that met their criteria.