

# A Correlation Between New Jersey Core Curriculum Content Standards and Junior Achievement Programs

## *After-school Grades 6, 7, 8 – JA It's My Business!*

*JA It's My Business* emphasizes entrepreneurship while providing a strong focus on social studies, reading, and writing skills. Students are encouraged to use critical thinking to learn entrepreneurial skills that support positive attitudes as they explore and enhance their career aspirations.

Description	Key Learning Objectives	Social Studies	Language Arts Literacy	Mathematics	Career Ed. & Consumer, Family, and Life Skills
<p><b>Session One: I Am an Entrepreneur</b> Working in groups, students play the E-Quiz Game Show. They begin to identify entrepreneurial characteristics they possess by learning about the lives of entrepreneurs both past and present.</p>	<p><b>Objectives:</b> The students will: -define entrepreneurship -identify four key entrepreneurial characteristics -recognize personal entrepreneurial characteristics <b>Concepts:</b> business, customer, entrepreneur, innovative, product, profit, service <b>Skills:</b> active listening, deductive reasoning, following directions, group work, self-assessment</p>	<p>6.1.A 6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, D 3.3.A, 3.3.B, 3.3.C 3.4.A, B</p>	<p>4.1.A, 4.1.B 4.5.A, 4.5.B, 4.5.C</p>	<p>9.1.A.1, 4 9.1.B.4, 5, 6 9.2.A.1, 2 9.2.B.2 9.2.C.1, 2, 3, 4, 6 9.2.D.2</p>
<p><b>Session Two: I Can Change the World</b> Students work in groups to complete a blueprint for a Teen Club. They identify the first entrepreneurial characteristic—Fill a Need—by considering customer needs and brainstorming product design. They begin to identify the skills and knowledge needed to start a business.</p>	<p><b>Objectives:</b> The students will: -describe how entrepreneurs fill a market need -discuss the role of market research in determining market need and competitive advantage <b>Concepts:</b> apprentice, creative, fill a need, innovative, market, market research, self-taught <b>Skills:</b> active listening, brainstorming, estimating, group work, measuring, problem-solving</p>	<p>6.1.A 6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, D 3.3.A, 3.3.B, 3.3.C, 3.3.D 3.4.A, B</p>	<p>4.1.A, 4.1.B, 4.1.C 4.2.A, 4.2.D 4.5.A, 4.5.C, 4.5.E</p>	<p>9.1.A.1 9.1.B.4, 6 9.2.A.1 9.2.B.2 9.2.C.1, 2, 3, 4, 6 9.2.D.2</p>
<p><b>Session Three: I Know My Customer</b> Working in groups, students recognize the second entrepreneurial characteristic—Know Your Customer and Product. They discover ways to market specific products to the appropriate customers.</p>	<p><b>Objectives:</b> The students will: -create effective advertisements for a variety of businesses <b>Concepts:</b> advertising, customer, market, marketing, product <b>Skills:</b> creative thinking, critical thinking, decision-making, group work, self-assessment</p>	<p>6.1.A 6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, D 3.3.A, 3.3.B, 3.3.C, 3.3.D 3.4.A, B 3.5.A, B</p>		<p>9.1.A.4 9.1.B.4, 6 9.2.A.1, 2, 4 9.2.B.2 9.2.C.1, 2, 3, 4, 6 9.2.D.2</p>

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<p><b>Session Four: I Have an Idea</b> Students participate in an auction designed to highlight creative and innovative entrepreneurs and their businesses.</p>	<p><b>Objectives:</b> The students will: -recognize how being creative and innovative are necessary entrepreneurial skills for starting a business -verbally defend their decisions <b>Concepts:</b> auction, auctioneer, bid, creative, innovative, profit <b>Skills:</b> active listening, critical thinking, money management, self-assessment</p>	<p>6.1.A  6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H  3.2.C, D  3.3.A, 3.3.B, 3.3.C  3.4.A, B</p>	<p>4.1.A, 4.1.B, 4.1.C  4.5.A, 4.5.B, 4.5.C</p>	<p>9.1.A.1, 4 9.1.B.4, 5, 6  9.2.A.1 9.2.C.1, 2, 4 9.2.D.2 9.2.E.1, 3</p>
<p><b>Session Five: I See a Need</b> By analyzing current examples of social entrepreneurs, students identify businesses they can start. They examine ways entrepreneurs use the four entrepreneurial characteristics to develop their business plan.</p>	<p><b>Objectives:</b> The students will: -analyze how entrepreneurs use their knowledge and abilities to create businesses -develop business plans based on set criteria <b>Concepts:</b> business plan, fill a need, know your customer and product, be creative and innovative, social entrepreneur <b>Skills:</b> analyzing information, critical thinking, group work, problem-solving, self-assessment</p>	<p>6.1.A  6.2.B, 6.2.D, 6.2.E  6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H  3.2.C, D  3.3.A, 3.3.B, 3.3.C, 3.3.D  3.4.A, B</p>		<p>9.1.A.1, 4 9.1.B.4, 5, 6  9.2.A.1, 2 9.2.B.2 9.2.C.1, 2, 3, 4, 6 9.2.D.2, 3 9.2.E.3</p>
<p><b>Session Six: Celebrate Entrepreneurs!</b> Students create Entrepreneur Profile Cards to showcase their understanding of the fourth entrepreneurial characteristic—Believe in Yourself.</p>	<p><b>Objectives:</b> The students will: -identify characteristics they share with entrepreneurs -create a Personal Entrepreneur Profile <b>Concepts:</b> fill a need, know your customer and product, be creative and innovative, believe in yourself, entrepreneur profile <b>Skills:</b> analyzing, creative thinking, critical thinking, decision-making, interpreting information, point of view, self-assessment</p>	<p>6.1.A  6.5.A, 6.5.B</p>	<p>3.1.A, 3.1.C, 3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H  3.2.C, D  3.3.A, 3.3.B, 3.3.C  3.4.A, B</p>		<p>9.1.A.1, 4 9.1.B.4, 5, 6  9.2.A.1, 2, 5 9.2.B.1 9.2.C.1, 2, 4 9.2.D.2</p>