Correlation between Minnesota Academic Standards and Junior Achievement Programs
JA Be Entrepreneurial

JA Be Entrepreneurial introduces students to the essential components of a practical business plan, and challenges them to start and entrepreneurial venture while still in high school. *JA Be Entrepreneurial* is composed of seven sessions, each 45 minutes in length. The program is recommended for students in grades nine through 12. Materials are packaged in a self-contained kit that includes detailed session plans for the volunteer and materials for 32 students.

In this document, Junior Achievement programs are correlated to the Minnesota K-12 Academic Standards for social studies and math for grades K-12 as well as the Common Core State Standards in English/ Language Arts. Junior Achievement programs offer a multidisciplinary approach – connecting information across social studies disciplines such as economics, geography, history, government, and civics while incorporating mathematical concepts and reasoning and language arts skills.

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.

Session Descriptions	Key Learning Objectives	Common Core English/Language Arts	Common Core Mathematics	Social Studies
Session One: Introduction to Entrepreneurship **Students test their knowledge about entrepreneurship, and they begin the process to select a product or service for a business venture.**	Objectives: **The students will:** ▪ **Recognize the elements of a successful business start-up** ▪ **Evaluate myths and facts about entrepreneurship** ▪ **Consider product-development options** Concepts: **entrepreneur, entrepreneurial spirit, non-profit business, product development, social entrepreneur** Skills: **analyzing information, categorizing data, decision-making, evaluating alternatives, oral and written communication, presenting information, working in groups**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.4.5.1 9.2.4.5.2

Session Descriptions	Key Learning Objectives	Common Core English/Language Arts	Common Core Mathematics	Social Studies
Session Two: What's My Business? **Students select a product or service for a business venture.**	Objectives: **The students will:** ▪ **Recognize the importance of carefully selecting a product or service before starting a business** ▪ **Apply passions, talents, and skills to a market-needs assessment to determine the basis of a business plans.** Concepts: **entrepreneur, franchise, non-profit business, product development** Skills: **analyzing information, categorizing data, decision-making, evaluating alternatives, oral and written communication, presenting information, reading for understanding, working pairs**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.4.5.1 9.2.4.5.2
Session Three: Who's My Customer? **Students analyze potential markets.**	Objectives: **The students will:** ▪ **Recognize the importance of analyzing markets** ▪ **Apply a needs assessment to the market available to a specific product** Concepts: **advertisement, entrepreneur, customer, demographic, market needs, marketing** Skills: **analyzing information, categorizing data, decision-making, evaluating alternatives, graphic presentation, oral and written communication, presenting information, reading for understanding, working in groups**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.4.5.1 9.2.4.5.2

Session Descriptions	Key Learning Objectives	Common Core English/Language Arts	Common Core Mathematics	Social Studies
Session Four: What's My Advantage? **Students determine how to set a product apart from competition.**	Objectives: **The students will:** ▪ **Define competitive advantages and recognize them in other businesses** ▪ **Express the importance of selecting competitive advantages that offer an edge over the competition for a product and market** Concepts: **competitive advantages, customer, entrepreneur, profit, product** Skills: **analyzing information, categorizing data, decision-making, evaluating alternatives, graphic presentation, oral and written communication, presenting information, reading for understanding, working in groups**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.3.4.1 9.2.4.5.1 9.2.4.5.2
Session Five: Competitive Advantages **Students decide how to set a product or service apart from the competition.**	Objectives: **The students will:** ▪ **Evaluate competitive advantages** ▪ **Select competitive advantages that will drive a developing business venture** Concepts: **competitive advantages, entrepreneur, profit** Skills: **analyzing information, categorizing data, decision-making, evaluating alternatives, oral and written communication, reading for understanding, working in groups**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.3.4.1 9.2.4.5.1 9.2.4.5.2

Session Descriptions	Key Learning Objectives	Common Core English/Language Arts	Common Core Mathematics	Social Studies
Session Six: Ethics Are Good for Business **Students consider consequences in making ethical business decisions.**	Objectives: **The students will:** ▪ **Evaluate short- and long-term consequences in making ethical decisions** ▪ **Express that being ethical can be good for business** Concepts: **consequences, entrepreneur, ethical dilemma, ethics, social responsibility, stakeholder** Skills: **analyzing information, categorizing data, decision-making, expressing multiple viewpoints, evaluating alternatives, oral and written communication, reading for understanding, weighing consequences, working in pairs**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.4.5.1 9.2.4.5.2
Session Seven: The Business Plan **Students compile a sample business plan.**	Objectives: **The students will:** ▪ **Compile entrepreneurial elements into a sample business plan** Concepts: **business plan, competitive advantages, entrepreneur, ethics, financing, management, market, product development** Skills: **analyzing information, business planning, categorizing data, decision-making, evaluating alternatives, oral and written communication, reading for understanding, working in pairs**	RI.9-10.2 RI.9-10.4 RI.9-10.8 W.9-10.2 W.9-10.4 W.9-10.7-8 SL.9-10.1-4 SL.9-10.6 L.9-10.1-2 L.9-10.4 L.9-10.6 RI.11-12.2 RI.11-12.4 W.11-12.2 W.11-12.4 W.11-12.7-8 SL.11-12.1-4 SL.11-12.6 L.11-12.1-4 L.11-12.6	NA	Citizenship & Govt. 9.1.1.1.3 9.1.3.4.5 Economics 9.2.1.1.1 9.2.2.2.4 9.2.3.3.1 9.2.4.5.1 9.2.4.5.2 9.2.4.7.2