



Company Program – A Student Venture Curriculum Matches

In 2008, Junior Achievement of British Columbia asked a group of teachers with years of experience with JA programs to identify, using Ministry of Education Curriculum, the Prescribed Learning Outcomes for which each JA program had the highest level of curriculum fit. The Company program helps teachers and students achieve the following Learning Outcomes in a number of high school courses:

Marketing 11 & 12

- Describe how marketing and consumer behaviour influence each other.
Explain why businesses conduct marketing research.
- Identify the elements of marketing research.
- Evaluate factors that contribute to effective retail practice: location, product mix, promotion, and pricing.
- Describe how organizations make decisions about product, place, price, and promotion.

Business Computer Applications 11

- Apply group problem-solving and decision-making skills to complete business tasks.
- Demonstrate a willingness to participate as a member of a team.
- Demonstrate acknowledgement and respect for the different attributes, operations, and roles of team members.
- Explain the contribution of leadership and teamwork to the workplace environment.

Entrepreneurship 12

JA's Company Program has 'Moderate' to 'Extensive' fit with every Prescribed Learning Outcome for this course and an 'Extensive' fit with over 62%:

- Design, review and present a feasibility student for a business idea.
- Explain the role of innovation in entrepreneurship.
- Develop and evaluate a business plan and operating strategy for a venture.
- Implement a venture to take advantage of an opportunity.
- Assess a venture in terms of its objectives.
- Identify the roles of leadership and teamwork in entrepreneurial activity.
- Apply teamwork skills to solve a business problem.
- Demonstrate a commitment to high standards of legal and ethical behavior when operating a venture.
- Assess how personal attributes influence the success of a venture.
- Establish and use criteria to evaluate group processes and their own roles and contributions to the group process.
- Develop and maintain a personal network of business contacts.



Management Innovation 12

JA's Company Program has 'Moderate' to 'Extensive' fit with over 50% of the Prescribed Learning Outcomes for this course, including extensive fit with these outcomes:

- Describe the role of entrepreneurship in the establishment of businesses.
- Identify and evaluate a range of management styles.
- Apply collaborative problem-solving and decision-making skills and cooperative strategies to complete business tasks.
- Demonstrate aspects of human resource management in fulfilling team goals.
- Identify, describe, and analyse external challenges to business, including increased competition, globalization, changing customer needs and wants, demographic change, unions, government intervention, and social influences.