



Company Program

Grade 9-12

JA Company Program inspires high school students to create an enterprise of their own. In 18 weeks, students' experience how a small enterprise functions by collaborating with peers and business volunteers to design, organize and operate a real business.

With the support and guidance of teachers and/or volunteer business advisors from the local business community, JA Company Program will give secondary school students the knowledge needed to organize and operate an actual business enterprise. Students will learn what risks and rewards come with owning a business and how to build positive relationships with the community.

While operating their business, participants will sell shares, produce and market a product or service and appoint a management team that best suits their company. They will also learn to maintain and analyze financial records that will help them establish and monitor production and sales goals during the span of the program.

JA Company Program supports the curriculum objectives of a range of subjects, including mathematics, business, career studies, social studies, leadership and co-op.

Key program outcomes:

- Discover the risks and rewards of starting a business
- Systematically solve actual business challenges
- Demonstrate the importance of ethical standards in business
- Foster positive relationships between youth and business communities
- Learn to incorporate and capitalize by selling shares
- Impart understanding of teamwork and responsibility
- Produce and market a product or service
- Gather data, evaluate alternatives and develop a plan
- Make effective sales pitches and presentations



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Program Options:

JA Company Program (In-School Teacher Led):

Teachers can utilize the Company Program to supplement their existing curriculum for courses like **Marketing, Intro to Business, Business Leadership** and **Entrepreneurship**. JA Central Ontario will provide teachers with material & support in facilitating the program content. *The in-school version of Company Program can be modified to fit the specific needs of the facilitator & can be delivered either over the course of a semester or entire school year.*

JA Enterprise Without Borders: (Extension of In-School Program)

Enterprise without Borders (EwB) is an extension to JA Company Program and supplements existing curriculum for **International Business**. EwB teaches the value and importance of international trade and the practical skills necessary to do business across borders. Each Enterprise without Borders site forms a business entity and negotiates a partnership agreement with one or more other sites in other countries, student companies registered under individual sites create joint-ventures with other students companies abroad. A website is available to help the “matching” between student companies interested in a joint venture or an import-export business. Students from different countries will register and post their offer to participate in the program and supply information for a “marketplace” where products are on display and research on trading can occur. The program encourages collaboration between schools and teachers.

JA Company Program (After-School Volunteer Led):

In the after-school format the program is run as an external extra-curricular activity and no teacher involvement is required as the program is facilitated by our corporate & community volunteers—our After-School programs are offered across the GTA and usually run from 6-9 pm over an 18 week time span. Transportation to meeting venues is the responsibility of the student participants. There is a great deal of value in having your students attend Company program as the hands on experience they receive supplements the business offerings from the various school boards.

“Company Program has played a huge role in both who and where I am now. The best part is that it’s given me the skills and experience I need to succeed in the future, even going into a science career.”

- Alex Dawson, Company Program Alumnus



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Curriculum Correlations

Course	Curriculum outcomes addressed
Introduction to Business (BBI20)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths Learn and apply the functions of business including accounting, marketing, IT, HR, productions, social responsibility Develop a company mission statement
Information & Communication Technology in the Workplace (BTX4E)	<ul style="list-style-type: none"> Describe workplace settings from an information and communication technology perspective Explain the impact of information and communication technology on the workplace environment Explain the importance of adhering to ethical standards when conducting business electronically.
Accounting (BAF3M and/or BAT4M)	<ul style="list-style-type: none"> Understand the discipline of accounting and its importance for business Demonstrate an understanding of the basic program and principles of the accounting cycle for a business.



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Curriculum Correlations (Continued)

Course	Curriculum outcomes addressed
Marketing: Goods, Service, Events (BMI3C)	<ul style="list-style-type: none"> Learn and apply business skills, communication in business, digital strategies for marketing, financial literacy Develop and implement a marketing plan for their Company product
Entrepreneurship (BDI3C and/or BDV4C)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths Develop a business plan
The Enterprising Person (BDP30)	<ul style="list-style-type: none"> Identify characteristics and skills required for entrepreneurship Analyze their own entrepreneurial skills and strengths



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Curriculum Correlations (Continued)

Course	Curriculum outcomes addressed
Business Management Leadership (BOH4M)	<ul style="list-style-type: none"> Learn and apply business skills, communication in business, digital strategies for marketing, financial literacy Develop and implement a marketing plan for their Company product
International Business (BBB4M1) <i>*Extended opportunity to work with a business class from somewhere around the globe through our JA Enterprise Without Borders program.</i>	<ul style="list-style-type: none"> Demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business Evaluate the factors currently affecting the International competitiveness of Canadian businesses Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets



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