

JA's Company Program (CP) supports aspects of BC's New Curriculum for Grades 9-12 as excerpted and paraphrased below:

Core Competencies

- Communication
 - Connect & engage with others to share & develop ideas
 - Acquire/interpret/present information
 - Collaborate to plan/carry out/review activities
 - Explain/recount/reflect on experiences
- Thinking Creatively
 - Discover novelty & value
 - Generate ideas
 - Develop ideas
- Thinking Critically
 - Analyze & critique
 - Question & investigate
 - Develop & design
- Positive Personal & Cultural Identity
 - Recognize personal values & choices
 - Recognize personal strengths & abilities
- Personal Awareness & Responsibility
 - Personally aware & confident – self-determination
 - Responsible for own choices & well-being
- Social Responsibility
 - Contribute to the community & care for the environment
 - Solving problems
 - Building relationships
 - Valuing diversity

Areas of Learning CP Supports

- Applied Design, Skills and Technologies, including:
 - Applied Design, Skills & Technologies (ADST) 9
 - Entrepreneurship & Marketing 10
 - Entrepreneurship 11
 - Marketing & Promotion 11
 - E-Commerce 12

- Career Education
 - Career Life Education Option
 - Career Life Connections Option

Area of Learning Detail: Applied Design, Skills and Technologies

Goals

- Acquire practical skills and knowledge to bring ideas from concept to fruition
- Develop sense of efficacy & personal agency about their ability to participate as innovators/agents of change
- Explore how cultural values/beliefs affect development of products/services
- Understand environmental implications of products/services they design
- Investigate areas of business to develop hands-on skills and make informed decisions about pursuing personal interests/careers
- Develop life-long interest in designing/making/evaluating products/services/processes to solve problems

Big Ideas

- Social/ethical/sustainability considerations impact design (Grade 9-10)
- Complex tasks require a sequence of skills (Grade 9-10)
- Complex tasks require different technologies/tools at different stages (Grade 9-10)
- Tools/technologies can be adapted for specific purposes (Grade 11)
- Products can be designed for a life cycle (Grade 11-12)
- Personal design interests require evaluation & refinement of one's skills (Grade 11-12)

Curricular Competencies

Defining – choose a design opportunity & identify potential users/user-centred research	Grade 9-12
Ideating – generate ideas to create possibilities & add to others' ideas	Grade 9-12
Analyze & prioritize competing factors & choose an idea to pursue	Grade 9-10
Analyze how competing social/ethical/sustainability considerations impact designed solutions	Grade 11-12
Prototyping – identify & use a variety of sources for inspiration & information	Grade 11-12
Sharing – share product (idea) and processes	Grade 9-10
Sharing – make or develop a product or service	Grade 9-12
Sharing – decide how to promote one's product	Grade 11-12
Critically evaluate/reflect on one's idea/design/thinking/processes	Grade 9-12
Testing – identify feedback needed and possible sources	Grade 10-12
Identify/develop/learn appropriate skills/technologies	Grade 9-12
Demonstrate awareness of appropriate safety procedures	Grade 9-12

Content

Entrepreneurship and Marketing Module 9 -risks & benefits of entrepreneurship -identification of a good/service that ensures brand recognition -market segmentation -evolving consumer needs & wants	Grade 9/11
Characteristics of entrepreneurs	Grade 10
Opportunities for entrepreneurship	Grade 10
Life cycle of a product – from invention/innovation to the marketplace	Grade 10
Invention/innovation by adding value to an existing idea/product	Grade 9-12
Opportunity for initiating an entrepreneurial endeavour	Grade 11
Market analysis/target market	Grade 11
Marketing & promotion used to persuade public to buy a product or service	Grade 11
Forms of advertising & its role in promoting a product or service	Grade 11
Evolution of e-commerce	Grade 12
Local e-commerce environments	Grade 12
Development of a digital retail presence	Grade 12
Advertising for e-commerce	Grade 12
Flow of goods & services	Grade 9-12
Distribution channels for digital business	Grade 12
Sources of support & funding for a venture	Grade 11
Manage cash flow/expenses	Grade 11
Measurement of financial success/failure	Grade 9-12

Area of Learning Detail: Career Education/Career Life Education/Career Life Connections

Goals

- Develop awareness of individual skills/interests/values
- Work & communicate effectively with others
- Understand role of learning in supporting career goals
- Recognize need to be adaptable/resilient/flexible
- Recognize value of career development
- Explore career-related experiences
- Practice goal-setting/decision-making strategies

Big Ideas for Career Life Education

- A network can support/broaden career options (Grade 10-12)
- Life-long learning allows adaptation to changing career opportunities (Grade 10-12)
- The global economy affects our lives (Grade 10-12)
- Success requires planning/evaluation/adaptation (Grade 10-12)

Curricular Competencies for Career Life Education

Ethical behaviour/equality in the work environment	Grade 10-12
Use of entrepreneurial & innovative thinking to solve problems	Grade 10-12
Explore diverse perspectives on work	Grade 10-12
Use personal networking & marketing strategies to promote self	Grade 10-12
Make connections between career-related experiential learning & potential career paths	Grade 10-12

Content for Career Life Education

Self-assessment for career research	Grade 10-12
Trends in the economy	Grades 10-12
Career/employment skills – begin to develop	Grades 10-12
Work experience opportunity	Grades 10-12

Big Ideas for Career Life Connections

- A network can support/broaden career options (Grade 10-12)
- Life-long learning allows adaptation to changing career opportunities (Grade 10-12)
- The global economy affects our lives (Grade 10-12)
- Success requires planning/evaluation/adaptation (Grade 10-12)
- Careers/education/life opportunities change over time (Grade 10-12)
- Personal and societal choices affect the economy (Grade 10-12)

Curricular Competencies for Career Life Connections

Practice professionalism/personal awareness/responsibility	Grade 10-12
Explore career opportunities	Grade 10-12
Cultivate personal networks	Grade 10-12
Develop/refine personal digital presence	Grade 10-12
Assess/develop personal transferable skills	Grade 10-12
Use entrepreneurial/innovative thinking to solve problems	Grade 10-12
Develop a capstone project	Grade 10-12

Content for Career Life Connections

Self-assessment/preparation needed to achieve goals	Grade 10-12
Development of communication skills	Grade 10-12
Development/awareness of transferable skills	Grade 10-12
Information gathering – about careers/labour market	Grade 10-12
Work experience	Grade 10-12
Careers and work environments change over time	Grade 10-12

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