

# LEARNING EXPERIENCE BRIEF

## JA Titan<sup>®</sup>

### ► Financial Literacy

*JA Titan* is a simulation-based learning experience in which teens and young adults compete as business CEOs in the phone industry, experiencing firsthand how an organization evaluates alternatives, makes decisions, analyzes the outcomes of those decisions, and then strategizes what to do next. With a focus on financial literacy and insights into the workforce, *JA Titan* brings business economics to life. As participants work in teams, or on their own, to make financial decisions about production, marketing, research and development (R&D), and corporate social responsibility (CSR), they begin to see how every choice made in an organization relates to its future success.

This learning experience is part of the JA Financial Literacy Pathway and can be placed in Grades 9–12 and post-high school. Choose any 5 or more sessions based on participants' previous knowledge and readiness, in any order. The learning experience is primarily educator-led but has multiple options for volunteer engagement.

This learning experience is comprised of 11 sessions, including tutorial sessions, gameplay strategy sessions, a competition session, and deep dive sessions. Participants complete a minimum of 5 sessions, in any order.

### LEARNING EXPERIENCE OBJECTIVES

After participating in the learning experience, participants will be able to:

- Predict and identify various trade-offs based on business decisions.



### LEARNING EXPERIENCE HIGHLIGHTS

- An optional event or in-class competition may be included.
- An online simulation is the focus of the learning experience. Participating classes must provide technology that meets the minimum tech specs.
- Session pacing is flexible to meet a range of participants' previous business knowledge and readiness skills. Pacing guides are provided to assist with planning.
- The primary delivery model is face-to-face or remote educator delivery. Self-guided materials are also available for participants to complete the learning experience independently.
- Educators and volunteers can alternate between different face-to-face, remote, and self-guided delivery models.

- Apply the profit equation.
- Use a budget as a strategy to monitor income, expenses, and other financial records.
- Express the importance of profit to the success of a business.
- Describe why R&D and marketing expenses are investments.
- Analyze how a company can be a good community partner and socially responsible. Curriculum Outline

## CURRICULUM OUTLINE

**The Tutorial Session** focuses on how to navigate the simulation and introduces business concepts and vocabulary.

- **Getting Ready for Business** (Educator-Led, Volunteer-Led, or Self-Guided): Participants are guided through an interactive tour of the *JA Titan* simulation. They learn about the learning experience's goals and vocabulary used in the simulation, and how to play *JA Titan*.

**Competition Prep Sessions** focus on gameplay strategies.

- **Freestyle Exploration:** This session is for participants who are ready to jump straight into playing the *JA Titan* simulation. There is no educator or volunteer-led guidance or focus on a business concept. Instead, participants learn solely by playing, using the Quick Start Guide and Activity Sheet.
- **How to Play *JA Titan*:** This session guides participants through the *JA Titan* simulation and focuses on the foundational vocabulary and concepts for the simulation: budget, cash-on-hand, chief executive officer, expenses, income statement, and price versus production.
- **Exploring Production:** This session explores the *JA Titan* Production department and the relevant simulation screens, features, and business decisions. In this session, participants learn about the interconnected aspects of profit, price, cost, and production.
- **Examining R&D and Marketing:** This session explores 2 *JA Titan* company departments: Research & Development (R&D) and Marketing. In this session, participants learn how selecting product features is interconnected with marketing and advertising and with a company's efforts to improve market share and growth.
- **Considering Economic Factors:** This session examines external economic factors that can affect the performance of a company, an industry, or an entire economy. Participants explore the factors that impact businesses in the *JA Titan* simulation and in real life to prepare for alternative scenarios available in the simulation.
- **Presenting the *JA Titan* of Business Competition:** This session is what the entire *JA Titan* learning experience is about—competing for the title of *JA Titan* of Business! Participants have an opportunity to put all of their new, combined business knowledge and skills into practice as they compete to win.

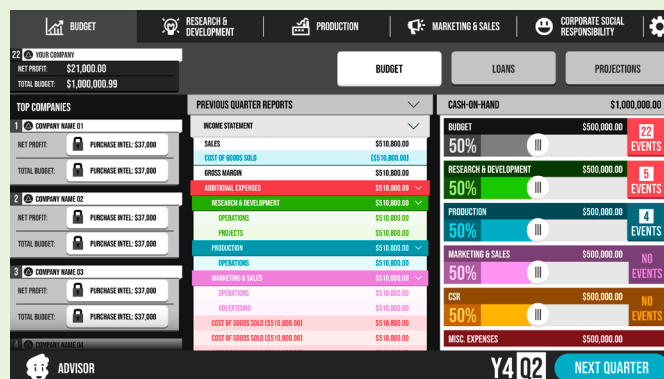
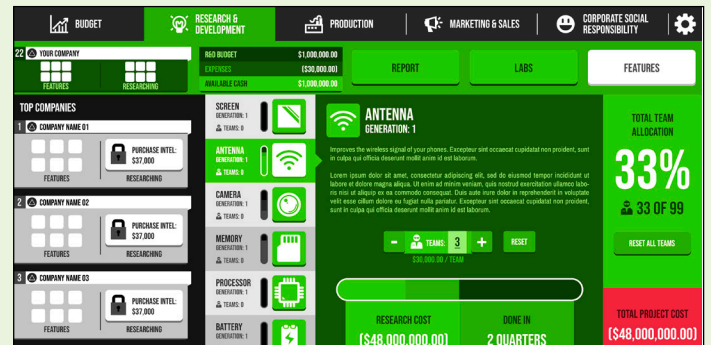
**Deep Dive Sessions** provide a deeper exploration of business concepts.

- **Research & Development:** This deep dive session takes a close-up look at a vital department found in many companies: the Research and Development department (often referred to as R&D). Participants explore advantages and disadvantages of investing in R&D through classroom-based activities. They also explore R&D strategies, culminating in their own smartphone innovation idea and prototype.
- **Marketing:** This deep dive session takes a close-up look at an important department that is found in many companies: the Marketing department. Participants explore the Four Ps of Marketing (product, place, price, and promotion) through classroom-based activities, eventually culminating in the participants drafting a marketing plan of their own.
- **Corporate Social Responsibility:** This deep dive session takes a close-up look at corporate social responsibility (commonly referred to as CSR). Operating a community business that focuses on CSR has benefits and costs. In this session, participants use a case study to explore how investing in CSR and being a good corporate citizen can impact a business and its many stakeholders.
- **Daily Business Operations Speaker Session:** In this session, a volunteer guest speaker will share personal and professional experiences related to his/her company, job duties, and business decisions to give participants a sense of business concepts in the real world.

**Sample Production Screen in JA Titan Simulation**



**Sample Research and Development Screen in JA Titan Simulation**



**Sample Main Screen in JA Titan Simulation**

## MATERIALS GUIDE

Materials	Facilitator-Led	Participant Self-Guided
<b>Facilitator Guide</b> Step-by-step session guide for educators and volunteers to implement the session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Student Activity Page</b> Digital handout for participants to write notes and complete activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Student Quick-Start Guide</b> Handout with <i>JA Titan</i> simulation login and navigation instructions, usernames, and passwords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Student <i>JA Titan</i> Simulation Data Workbook</b> Digital handout for participants to capture simulation data for the duration of the learning experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Facilitator Onscreen Presentation</b> Instructional content in interactive slides designed for the facilitator to project or share on-screen	<input checked="" type="checkbox"/>	
<b>Student Online Session</b> Instructional content in interactive slides designed for participants to access independently		<input checked="" type="checkbox"/>
<b>Student Instruction Guide</b> Step-by-step session guide for participants to complete the activities independently		<input checked="" type="checkbox"/>