

LEARNING EXPERIENCE OVERVIEW

JA Titan®

► 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. *JA Titan* is primarily educator-led but has multiple options for volunteer engagement.

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



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.

CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities Participants:
Tutorial: Getting Ready for Business	- Are guided through an interactive tour of the <i>JA Titan</i> simulation. - Learn about the program's goals and vocabulary used in the simulation, and how to play <i>JA Titan</i>.	- Recognize and correctly express the learning experience's vocabulary. - Predict and identify various business trade-offs based on business decisions. - Apply business decisions that indicate an understanding of the importance of profit to the success of a business.	Warm-Up: Discuss how a popular product is marketed and how the product's features have developed over time. Activity: Watch an interactive tour of the <i>JA Titan</i> simulation while noting vocabulary and concepts. Wrap-Up: Share something that surprised them while exploring the simulation.
Competition Prep: Freestyle Exploration	Play the <i>JA Titan</i> 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.	- Apply the profit equation: profit equals total revenue minus total costs. - Apply the concept of pricing based on costs, productivity, and profit. - Demonstrate an understanding that companies are constrained by limited resources. - Evaluate the possible trade-offs for each business decision before committing to the decision. - Use a budget as a strategy to monitor income, expenses, and other financial records. - Identify potential customers and their preferred phone features in an effort to increase profitability. - Identify a new phone feature to be developed to potentially increase profits.	Warm-Up: Learn the premise for the <i>JA Titan</i> simulation and log in to the game in their companies. Activity: Play the simulation. Wrap-Up: Reflect on what they might do differently to improve their company's performance and identify concepts they would like the educator/volunteer to address in future sessions.

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CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities Participants:
Competition Prep: How to Play JA Titan	Learn vocabulary and concepts for the simulation: budget, cash-on-hand, CEO, expenses, income statement, price, and production.	- Express and use the learning experience's vocabulary. - Use a budget as a strategy to monitor income, expenses, and other financial records. - Demonstrate an understanding that businesses are constrained by limited resources. - Express the importance of profit to the success of a business. - Practice using the features and functionality of the simulation interface.	Warm-Up: Discuss the current market for phones. Activity: Are guided through two quarters of gameplay so that they can practice navigating the simulation and making business decisions. As time permits, participants make business decisions and begin to determine their simulation gameplay strategies through four quarters of small-group gameplay. Wrap-Up: Reflect on their experience and strategize how they can improve their company's performance.
Competition Prep: Exploring Production	Focus on the interconnected aspects of profit, price, cost, and production.	- Express the profit equation. - Describe how price is determined by cost plus markup. - Express the importance of profit to the success of a business. - Practice using the features and functionality of the simulation interface.	Warm-Up: Explore the importance of profit. Discuss: Brainstorm the wide range of production costs. Activity: Explore the Production tab in the simulation and practice making business decisions about the company's production through four quarters of gameplay (Game 1). As time permits, participants make business decisions and start to determine their simulation gameplay strategies through four quarters of small-group gameplay (Game 2). Wrap-Up: Self-assess their understanding of vocabulary in the simulation and plan their gameplay.

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CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities Participants:
Competition Prep: Examining R&D and Marketing	Focus on the impact R&D and marketing can have on the product and the profits.	- Describe why R&D and marketing expenses are investments. - Express how R&D and marketing decisions support the success of a company. - Practice using the features and functionality of the simulation interface.	Warm-Up: Consider ways to keep and grow their share of the market. Discuss: Explore Research & Development (R&D) and marketing strategies as investments. Activity: Explore the R&D and Marketing tabs in the simulation and practice making business decisions for their company through four quarters of gameplay. As time permits, participants experience making business decisions and start to determine their simulation gameplay strategies through four quarters of small-group gameplay. Wrap-Up: Self-assess their understanding of vocabulary in the simulation and plan their strategy for improving their company's performance.
Competition Prep: Considering Economic Factors	Explore economic circumstances under which they may implement different strategies in preparation of the alternative scenario games available in the simulation.	- Express and use the learning experience's vocabulary. - Express the importance of profit to a business's success. - Evaluate and select the optimal business-based choices using the resources available. - Recognize that shocks to demand or supply affect business management decisions.	Warm-Up: Discuss what factors could affect the current market for phones. Activity: Explore economic conditions that could impact their <i>JA Titan</i> business, then play a scenario-based version of the <i>JA Titan</i> simulation. Wrap-Up: Reflect on how the changes caused by the scenario affected their business decisions.

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CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities Participants:
Competition Prep: Presenting the JA Titan of Business Competition	Compete as businesses to see which will be crowned the <i>JA Titan</i> of Industry, in this game-based session.	- Express the importance of profit to the success of a business. - Apply the profit equation: profit equals total revenue minus total costs. - Demonstrate an understanding that companies are constrained by limited resources. - Evaluate the possible trade-offs for each business decision before committing to the decision. - Use a budget as a strategy to monitor income, expenses, and other financial records. - Identify potential customers and their preferred phone features in an effort to increase profitability. - Identify a new phone feature to be developed to potentially increase profits. Additionally, depending on the simulation settings selected, participants may: - Apply debt financing for profitability. - Express the benefits to a business of making intentional, positive CSR decisions for the business, its employees, and the community.	Warm-Up: Review the steps for starting the simulation, as well as objectives for competing in the full simulation. Activity: Compete in the final in-class simulation. Wrap-Up: Self-assess the most important things they learned from the simulation. If this is the last <i>JA Titan</i> learning experience session participants will complete, they also will celebrate and reflect on their experience.
Deep Dive: Research & Development	Explore a more in-depth study of R&D concepts.	- Express the importance of R&D to the continued profitability of a business. - Identify a new feature to be developed for a smartphone that would potentially increase profits and practice working through the product design phase.	Warm-Up: Imagine a scenario in which they experience the need for R&D. Discuss: Discuss the advantages and disadvantages of R&D. Activity: Learn about the strategies for research and product development and the product design phase. They then practice working through the product design phase for an innovation to a smartphone. Wrap-Up: Reflect on what they have learned about R&D.

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CURRICULUM OUTLINE

Session	Overview Participants:	Objectives Participants will be able to:	Activities Participants:
Deep Dive: Marketing	Explore a more in-depth study of marketing concepts.	- Express the importance of marketing as an investment in the continued profitability of a business. - Apply the Four Ps of Marketing (product, place, price, and promotion) to a marketing plan to potentially increase a company's profits.	Warm-Up Reflect on the marketing campaigns they experience in their daily lives. Activity/Discuss: Learn about the Four Ps of Marketing and analyze the strategies within a given scenario. They take a closer look at each of the Four Ps of Marketing. They identify the Four Ps in the "Share a Coke" campaign and create their own marketing plan. Wrap-Up: Reflect on how they can apply what they have learned to business decisions.
Deep Dive: Corporate Social Responsibility	Analyze how a company can be a good community partner and socially responsible, culminating in a case study to explore how investing in CSR and being a good corporate citizen can impact a business and its many stakeholders.	- Express how a business, its employees, and the community all benefit when the business makes intentional, positive CSR decisions. - Resolve an ethical business dilemma between a business's responsibilities of profit versus its responsibilities to various stakeholders, including employees, customers, and the community.	Warm-Up: Consider who is affected by business decisions. Activity: Learn about four sets of responsibilities expected of a business through Carroll's CSR pyramid. Responding to a case study scenario, participants create a CSR plan using Carroll's CSR Pyramid. Wrap-Up: Reflect on what they have learned about CSR.
Deep Dive: Daily Business Operations Speaker Session	Learn about real-world connections to the simulation as a volunteer presents how his/her own business knowledge applies and relates to the business concepts in the simulation. This session is volunteer-led.	Recognize real-world applications of the terms and concepts from the game through a volunteer guest speaker presentation.	Warm-Up: Are introduced to the volunteer. Activity: Listen to and interact with the volunteer and his/her presentation. Wrap-Up: Take part in Q&A.