

# JA Going Global: Program Overview



Through a project based learning model, students will serve as consultants to Comcast Xfinity. In small teams, students will be assigned an international market, will develop expertise on their market, complete analysis, and make a recommendation on whether expansion in to this market is in the best interest of Comcast.

## In experiential phases throughout the day, students will:

- Apply analytical thinking and problem-solving to a real-world business problem
- Understand why 21st Century Skills (soft skills) are essential to success in the workplace.
- Identify ways businesses can capitalize on global business opportunities.
- Examine entry modes and risk management strategies for international expansion.

## Concepts:

International Expansion  
Emerging Economy  
Free Enterprise  
Market Entry  
Global Awareness  
Business Ethics  
Regulation

## Skill development:

Collaboration  
Problem-solving  
Analysis  
Leadership  
Public speaking  
Information literacy  
Critical thinking

## Overview of sessions:

- 1. Introduction**  
Volunteer meets their classroom of students and explains their role for the day as consultants.
- 2. Understanding Your Client**  
JA staff introduces the X1 product and provides an overview of the day's challenge.
- 3. Market Potential**  
Students analyze the strengths and weaknesses of their prospective market through an informational lens.
- 4. Consumer Behavior and Competition**  
Students identify competition and predict consumer decision making within the competitive landscape.
- 5. Risks & Threats**  
Students examine possible downsides within their market and develop risk mitigation strategies.
- 6. Comparative Context**  
Students consider the case for their market in comparison to the other markets Comcast is considering.
- 7. Client Proposal**  
Students present a recommendation for the client.