

# JA Titan<sup>®</sup>

*JA Titan* is a simulation-based program in which high school students 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 students 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.

### PROGRAM HIGHLIGHTS

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

This program is part of the JA Financial Literacy Pathway and can be placed in Grades 9–12. The program may receive 5 or more ICH based on delivery of the optional content and possible event implementation. The program is primarily teacher-led but has multiple options for volunteer engagement.



## UPDATED REDEVELOPMENT TIMELINE

### 2020–21 Initial Release: Phased Approach

- August 2020: Initial staff training webinar series will be held.
- September 2020: New curriculum and single player version of the simulation will be released.
- January 2021: Multiplayer (competition) version of the simulation will be released.
- JA Areas may begin making the transition to the new *JA Titan* simulation beginning in Fall 2020.
- Online surveys and informal feedback will be received throughout the school year to inform program modifications.
- The legacy *JA Titan* simulation and kit will be available for use and registration with a pre-approved variance until June 30, 2021.

### Curriculum Outline

Session	Overview	Objectives	Activities
Tutorial: Getting Ready for Business*	Students are guided through an interactive tour of the <i>JA Titan</i> simulation. They learn about the program's goals and key terms used in the simulation, and how to play <i>JA Titan</i> .	Students will: <ul style="list-style-type: none"> <li>• Recognize and correctly express the program's key terms.</li> <li>• Predict and identify various business trade-offs based on business decisions.</li> <li>• Apply business decisions that indicate an understanding of the importance of profit to the success of a business.</li> </ul>	<p><b>Warm-Up: It's Your Company</b> (10 minutes) Students discuss how a popular product is marketed and how the product's features have developed over time.</p> <p><b>Simulation Guided Tour</b> (15–45 minutes) Students watch an interactive tour of the <i>JA Titan</i> simulation while noting key terms and concepts.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students share something that surprised them while exploring the simulation.</p>
Competition Prep: Freestyle Exploration	Students jump straight into playing the <i>JA Titan</i> simulation. There is no teacher or volunteer-led guidance or focus on a business concept. Instead, students learn solely by playing, using the Student Quick Start Guide and Student Activity Sheet.	Students will: <ul style="list-style-type: none"> <li>• Apply the profit equation: profit equals total revenue minus total costs.</li> <li>• Apply the concept of pricing based on costs, productivity, and profit.</li> <li>• Demonstrate an understanding that companies are constrained by limited resources.</li> <li>• Evaluate the possible trade-offs for each business decision before committing to the decision.</li> <li>• Use a budget as a strategy to monitor income, expenses, and other financial records.</li> <li>• Identify potential customers and their preferred phone features in an effort to increase profitability.</li> <li>• Identify a new phone feature to be developed to potentially increase profits.</li> </ul>	<p><b>Warm-Up: Welcome</b> (5 minutes) Students learn the premise for the <i>JA Titan</i> simulation and log in to the game in their companies.</p> <p><b>Gameplay: Becoming CEOs</b> (35 minutes) Students play the simulation.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students reflect on what they might do differently to improve their company's performance and identify concepts they would like the teacher/volunteer to address in future sessions.</p>

(continued)

## Curriculum Outline

Session	Overview	Objectives	Activities
Competition Prep: How to Play <i>JA Titan</i>	Students learn key terms and concepts for the simulation: budget, cash-on-hand, CEO, expenses, income statement, price, and production.	Students will: <ul style="list-style-type: none"> <li>● Express and use the program's key terms.</li> <li>● Use a budget as a strategy to monitor income, expenses, and other financial records.</li> <li>● Demonstrate an understanding that businesses are constrained by limited resources.</li> <li>● Express the importance of profit to the success of a business.</li> <li>● Practice using the features and functionality of the simulation interface.</li> </ul>	<p><b>Warm-Up: Phones for Sale</b> (10 minutes) Students discuss the current market for phones.</p> <p><b>Get Together: JA Titan Guided Exploration</b> (15–30 minutes) Students who are new to the <i>JA Titan</i> simulation are guided through two quarters of gameplay so that they can practice navigating the simulation and making business decisions.</p> <p><b>Gameplay: Go Solo</b> (15–30 minutes) As time permits, students make business decisions and begin to determine their simulation gameplay strategies through four quarters of small-group gameplay.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students reflect on their experience and strategize how they can improve their company's performance.</p>
Competition Prep: Exploring Production	Students focus on the interconnected aspects of profit, price, cost, and production.	Students will: <ul style="list-style-type: none"> <li>● Express the profit equation.</li> <li>● Describe how price is determined by cost plus markup.</li> <li>● Express the importance of profit to the success of a business.</li> <li>● Practice using the features and functionality of the simulation interface.</li> </ul>	<p><b>Warm-Up: Staying in Business</b> (5 minutes) Students explore the importance of profit.</p> <p><b>Discuss: The Price of Production</b> (5 minutes) Students brainstorm the wide range of production costs.</p> <p><b>Get Together: Exploring Production</b> (15–30 minutes) Students explore the Production tab in the simulation and practice making business decisions about the company's production through four quarters of gameplay. Use Game 1.</p> <p><b>Gameplay: Go Solo</b> (15–30 minutes) As time permits, students make business decisions and start to determine their simulation gameplay strategies through four quarters of small-group gameplay. Use Game 2.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students self-assess their understanding of key terms in the simulation and plan their gameplay.</p>

*(continued)*

## Curriculum Outline

Session	Overview	Objectives	Activities
Competition Prep: Examining R&D and Marketing	Students focus on the impact R&D and marketing can have on the product and the profits.	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Describe why R&amp;D and marketing expenses are investments.</li> <li>• Express how R&amp;D and marketing decisions support the success of a company.</li> <li>• Practice using the features and functionality of the simulation interface.</li> </ul>	<p><b>Warm-Up: Leader of the Pack</b> (5 minutes) Students consider ways to keep and grow their share of the market.</p> <p><b>Discuss: Investing in R&amp;D and Marketing</b> (5 minutes) Students explore R&amp;D and marketing strategies as investments.</p> <p><b>Get Together: Examining R&amp;D and Marketing</b> (15–30 minutes) Students explore the Research &amp; Development (R&amp;D) and Marketing tabs in the simulation and practice making business decisions for their company through four quarters of gameplay.</p> <p><b>Gameplay: Go Solo</b> (15 minutes) As time permits, students experience making business decisions and start to determine their simulation gameplay strategies through four quarters of small-group gameplay.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students self-assess their understanding of key terms in the simulation and plan their strategy for improving their company's performance.</p>
Competition Prep: Considering Economic Factors	Students explore economic circumstances under which they may implement different strategies in preparation of the alternative scenario games available in the simulation.	<p>Students will:</p> <ul style="list-style-type: none"> <li>• Express and use the program's key terms.</li> <li>• Express the importance of profit to a business's success.</li> <li>• Evaluate and select the optimal business-based choices using the resources available.</li> <li>• Recognize that shocks to demand or supply affect business management decisions.</li> </ul>	<p><b>Warm-Up: Expect the Unexpected</b> (10 minutes) Students discuss what factors could affect the current market for phones.</p> <p><b>Explore: Economic Conditions</b> (10–15 minutes) Students explore economic conditions that could impact their <i>JA Titan</i> business.</p> <p><b>Gameplay: Scenario-Based Simulation</b> (20–30 minutes) Students play a scenario-based version of the <i>JA Titan</i> simulation.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students reflect on how the changes caused by the scenario affected their business decisions.</p>

*(continued)*

## Curriculum Outline

Session	Overview	Objectives	Activities
<p>Competition Prep: Presenting the <i>JA Titan</i> of Business Competition</p>	<p>In this game-based session, students compete as businesses to see which will be crowned the <i>JA Titan</i> of Industry.</p>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Express the importance of profit to the success of a business.</li> <li>● Apply the profit equation: profit equals total revenue minus total costs.</li> <li>● Demonstrate an understanding that companies are constrained by limited resources.</li> <li>● Evaluate the possible trade-offs for each business decision before committing to the decision.</li> <li>● Use a budget as a strategy to monitor income, expenses, and other financial records.</li> <li>● Identify potential customers and their preferred phone features in an effort to increase profitability.</li> <li>● Identify a new phone feature to be developed to potentially increase profits.</li> </ul> <p>Additionally, depending on the simulation settings selected, students may:</p> <ul style="list-style-type: none"> <li>● Apply debt financing for profitability.</li> <li>● Express the benefits to a business of making intentional, positive CSR decisions for the business, its employees, and the community.</li> </ul>	<p><b>Warm-Up: Time to Shine</b> (10 minutes) Students review the steps for starting the simulation, as well as objectives for competing in the full simulation.</p> <p><b>Gameplay: Presenting the JA Titan of Business</b> (20–65 minutes) Students compete in the final in-class simulation.</p> <p><b>Wrap-Up: Debrief and JA Titan Program Reflection and Celebration</b> (15 minutes) Students self-assess the most important things they learned from the simulation. If this is the last <i>JA Titan</i> program session students will complete, they also will celebrate and reflect on their program experience.</p>

*(continued)*

## Curriculum Outline

Session	Overview	Objectives	Activities
Deep Dive: Research & Development*	This session provides a deeper exploration and study of R&D concepts.	<p>Students will:</p> <ul style="list-style-type: none"> <li>Express the importance of R&amp;D to the continued profitability of a business.</li> <li>Identify a new feature to be developed for a smartphone that would potentially increase profits and practice working through the product design phase.</li> </ul>	<p><b>Warm-Up</b> (5–10 minutes) Students imagine a scenario in which they experience the need for R&amp;D.</p> <p><b>Discuss</b> (10 minutes) Students discuss the advantages and disadvantages of R&amp;D.</p> <p><b>Explore</b> (10 minutes) Students learn about the strategies for research and product development and the product design phase.</p> <p><b>Get Together</b> (15 minutes) Students practice working through the product design phase for an innovation to a smartphone.</p> <p><b>Wrap-Up</b> (5 minutes) Students reflect on what they have learned about R&amp;D.</p>
Deep Dive: Marketing*	This session provides a deeper exploration and study of marketing concepts.	<p>Students will:</p> <ul style="list-style-type: none"> <li>Express the importance of marketing as an investment in the continued profitability of a business.</li> <li>Apply the Four Ps of Marketing (product, place, price, and promotion) to a marketing plan to potentially increase a company's profits.</li> </ul>	<p><b>Warm-Up</b> (5–10 minutes) Students reflect on the marketing campaigns they experience in their daily lives.</p> <p><b>Explore: The Marketing Mix</b> (10 minutes) Students learn about the Four Ps of Marketing and analyze the strategies within a given scenario.</p> <p><b>Explore: The Four Ps</b> (10 minutes time permitting) Students take a closer look at each of the Four Ps of Marketing.</p> <p><b>Discuss: Analyze the Four Ps</b> (10–15 minutes) Students identify the Four Ps in the “Share a Coke” campaign.</p> <p><b>Get Together: The 4 Ps in Action</b> (15 minutes) Students create their own marketing plan.</p> <p><b>Wrap-Up: Debrief</b> (5 minutes) Students reflect on how they can apply what they have learned to business decisions.</p>

*(continued)*

## Curriculum Outline

Session	Overview	Objectives	Activities
Deep Dive: Corporate Social Responsibility*	In this session, students 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.	<p>Students will:</p> <ul style="list-style-type: none"> <li>Express how a business, its employees, and the community all benefit when the business makes intentional, positive CSR decisions.</li> <li>Resolve an ethical business dilemma between a business's responsibilities of profit versus its responsibilities to various stakeholders, including employees, customers, and the community.</li> </ul>	<p><b>Warm-Up</b> (5–10 minutes) Students consider who is affected by business decisions.</p> <p><b>Explore: Case Study Primer</b> (10–15 minutes) Students learn about four sets of responsibilities expected of a business through Carroll's CSR pyramid.</p> <p><b>Get Together: Case Study Scenario</b> (15–20 minutes) Responding to a case study scenario, students create a CSR plan using Carroll's CSR Pyramid.</p> <p><b>Wrap-Up: CSR Debrief</b> (5 minutes) Students reflect on what they have learned about CSR.</p>
Deep Dive: Daily Business Operations Speaker Session*	In this volunteer-led session, a volunteer presents how his/her own business knowledge applies and relates to the business concepts in the simulation.	<p>Students will:</p> <ul style="list-style-type: none"> <li>Recognize real-world applications of the terms and concepts from the game through a volunteer guest speaker presentation.</li> </ul>	<p><b>Warm-Up</b> (5–10 minutes) Volunteer Introduction</p> <p><b>Explore</b> (25–30 minutes) Volunteer Presentation</p> <p><b>Wrap-Up</b> (5–10 minutes) Q&amp;A</p>

\*Session does NOT require access to the *JA Titan* simulation.