

JA Take Stock in Your Future™

JA Take Stock in Your Future introduces high school students to the stock market. This program includes two components: a classroom curriculum, and for many participants, the JA Stock Market Challenge competition event. The classroom curriculum comprises five sessions that introduce students to basic concepts about how the stock market works and the impact of current events on the stock market. The program also includes multiple self-guided extension activities that engage students in deeper learning about the stock market and investing. Through *JA Take Stock in Your Future*, students discover the benefits and challenges of investing in the stock market as part of a broader, long-term investment strategy and the risks and rewards of trading.

The first phase of the program development is the classroom curriculum, which will be available for pilot testing in fall 2020. Those JA Areas wishing to follow the curriculum with the JA Stock Market Challenge competition event may use a third-party source.

PROGRAM GOALS

By participating in this program, students will:

1. Explore how a company's performance on the stock market can be influenced by current events.
2. Understand how a diversified investment portfolio can include investment in the stock market.
3. Practice buying and selling shares of stocks in a fictional stock market.
4. Understand the risks associated with the stock market and the importance of a diversified portfolio.

This program is part of the JA Financial Literacy Pathway with a secondary focus on Work and Career Readiness competencies and is designed for Grades 9–12. The program may receive 5 or more ICH based on delivery of the optional content. The program is primarily educator-led content, with multiple options for volunteer engagement.



CURRICULUM SESSIONS

Students complete five educator- or volunteer-led, 45-minute sessions.

Curriculum Outline

Session	Overview	Objectives	Activities
Session One: Understanding Stocks	Students are introduced to the foundational concepts of stocks and the stock market through the analysis of an authentic, real-time stock market report. Then, they practice selecting stocks from a fictitious market to develop a portfolio.	Students will: <ul style="list-style-type: none">• Distinguish between private companies and public companies.• Explain how and why individuals invest in corporations when they purchase stocks.• Identify why companies issue stock.• Explain how stocks can increase and decrease in value.• Identify the steps in the process for buying and selling stocks on the stock market.	Warm-Up: Types of Companies (10 minutes) Students review the different company ownership models for public and private companies. Explore: Today's Market (15 minutes) Students discuss the current events impacting the market, explore the basic concepts of stocks and the stock market, and learn how to read a stock market ticker. Discuss: Stock Portfolios (15 minutes) Students select a stock portfolio from a fictitious exchange. Wrap-Up: Debrief (5 minutes) Students debrief on the big ideas and key terms from the session and reflect on their current attitude toward the stock market.

Curriculum Outline

Session	Overview	Objectives	Activities
Session Two: Stock Trading	<p>Students explore how stocks are traded, how stock prices are affected by current events, and how investors make investment decisions and diversify their portfolios. They are introduced to stock indexes/averages and stock tables, and they practice buying, selling, or holding stocks from their fictitious stock portfolio.</p>	<p>Students will:</p> <ul style="list-style-type: none"> • Determine ways to assess the risks in investing. • Discuss the impact that economic events have on stock prices and supply and demand. • Analyze the data in a stock table. • Practice following the process for buying and selling stocks on the stock market. 	<p>Warm-Up: Would You Invest? (5 minutes) Students decide whether they would invest in a given company and the potential investor questions they might ask.</p> <p>Explore: Today's Stock Market (10 minutes) Students discuss the current events impacting the market, explore stock indexes/averages, and learn the basics of mutual funds. They also learn the four types of stock orders.</p> <p>Explore: Stock Tables (10 minutes) Students learn how to read and understand the information in stock tables.</p> <p>Get Together: Stock Portfolios (15 minutes) Students calculate the value changes to their fictitious stock portfolios and decide whether to buy, sell, or hold their stocks.</p> <p>Wrap-Up: Debrief (5 minutes) Students debrief on the big ideas from the session and reflect on their current attitude toward stock trading.</p>

Curriculum Outline

Session	Overview	Objectives	Activities
Session Three: Exploring Dividends	<p>Students analyze today's stock market and explore the concept of dividends. They analyze their fictitious stock portfolio and calculate their dividend payments.</p>	<p>Students will:</p> <ul style="list-style-type: none"> ● Analyze how current events are impacting stock prices. ● Demonstrate an understanding of how cash dividends are earned and calculated. ● Evaluate the success of an investment portfolio in relation to market events. ● Refine their process for buying and selling stocks. ● Calculate cash and stock dividend earnings. 	<p>Warm-Up: Today's Market (5 minutes) Students discuss the current events affecting the stock market.</p> <p>Explore: Dividends (10 minutes) Students learn that some companies issue dividend payments to stockholders. They also practice reading dividend data from a stock table.</p> <p>Discuss: Stock Portfolios (15 minutes) Students calculate the value changes to their fictitious stock portfolio and analyze the success of the portfolio in relation to market events.</p> <p>Get Together: Calculating Dividends (10 minutes) Students calculate their dividend payments and the new value of their fictitious stock portfolios.</p> <p>Wrap-Up: Debrief (5 minutes) Students debrief and reflect on the big ideas from the session.</p>
Session Four: Best-in-Class Competition	<p>Students put their new stock market knowledge and skills into practice as they compete to win an in-class competition.</p> <p>This session is designed to be flexible based on students' grade level and experience, plus the online stock market simulation tool selected by local JA Areas.</p>	<p>Students will:</p> <ul style="list-style-type: none"> ● Implement knowledge of how to buy and sell stocks. ● Apply knowledge of how current events can impact stock prices. ● Evaluate the possible trade-off for each stock decision, prior to committing to the decision. ● Communicate and collaborate effectively within a team to successfully implement game strategies. 	<p>Warm-Up: Today's Stock Market (5 minutes) Students learn the rules and expectations for the in-class competition.</p> <p>Get Together: In-Class Competition (35 minutes) Students compete in teams in a stock market simulation of your choice.</p> <p>Wrap-Up: Debrief (5 minutes) Students debrief and reflect on what they learned through the in-class competition.</p>

Curriculum Outline

Session	Overview	Objectives	Activities
Session Five: Planning for the Future	Students reflect on their experience participating in the in-class competition and/or the JA Stock Market Challenge event and connect the simulations to the real world. They conclude the program by developing their own financial goals.	Students will: <ul style="list-style-type: none"> ● Compare and contrast real versus simulated stock markets. ● Identify various asset classes and assess the risks of each. ● Develop a personal financial plan. ● Reflect on what they learned throughout the program. 	Warm-Up: Simulation Experiences (10 minutes) Students reflect on their experience from competing in the simulation. Explore: Risk Management (10 minutes) Students learn about asset classes and the connection between risk and time when selecting types of investments. Discuss: Planning for the Future (20 minutes) Students create a personal financial plan that includes investing. Wrap-Up: Program Reflection (5 minutes) Students reflect on what they learned during the program.

EXTENSION ACTIVITIES

The following **optional** extension activities are available for deeper exploration of the topics and ideas in each session. Educators and volunteers may pick and choose from the extensions to address additional objectives or to extend the 45-minute sessions. Extension activities are designed for students to complete independently. Educators and volunteers may choose to lead the introduction and wrap-up with students in person (face-to-face in the classroom) or virtually (online in a remote classroom), or they can assign students to complete the work as an entirely self-guided activity.

The extensions may be implemented at any time, but suggestions for the corresponding sessions have been provided.

Self-Guided Extension Activities Outline

Extension	Overview	Objectives
Private vs. Public Companies (Suggested for Session One)	In this 15-minute extension activity, students learn the basics of company ownership models using a pizza business scenario. They explore the advantages and disadvantages for a company of remaining private or becoming publicly owned.	Students will: <ul style="list-style-type: none"> ● Demonstrate an understanding of the differences between private and public companies as they relate to company ownership. ● Explain why a company would remain private or go public.

Self-Guided Extension Activities Outline

Extension	Overview	Objectives
Smart Investing (Suggested for Session One)	In this 20-minute extension activity, students learn the basics of stock market investing, read and respond to scenarios about investing, and are introduced to three investing strategies.	Students will: <ul style="list-style-type: none"> Recognize basic principles of investing in stocks. List strategies for smart investing.
Diversification and Risk (Suggested for Sessions One and Two)	In this 15-minute extension activity, students learn that, even though individual investors may have different risk tolerances, smart investors always seek to minimize their risk by diversifying their portfolios.	Students will: <ul style="list-style-type: none"> Identify different levels of risk tolerance. Express how and why investors use diversification to minimize risk.
Setting Stock Prices and Trading Stock (Suggested for Sessions One and Two)	In this 15-minute extension activity, students learn why public companies sell stock, what happens during a company's initial public offering, and how stocks are traded on a stock exchange.	Students will: <ul style="list-style-type: none"> Identify how a stock's price is set during a company's initial public offering. Identify the steps in the process for buying and selling stocks on a stock exchange.
Factors that Influence Stock Prices (Suggested for Sessions One and Two)	In this 15-minute extension activity, students learn the basics of supply and demand in the stock market, explore factors that impact stock price, and read and respond to scenarios related to determining stock price.	Students will: <ul style="list-style-type: none"> Explain how supply and demand govern the price of stock when it is traded on a stock market. Describe the factors that can influence stock price.
The Animals of the Stock Market (Suggested for Sessions One and Two)	This 15-minute extension activity focuses on the peculiar, animal-centric language of the stock market. Students will learn about bull and bear markets, black swan events, dead cat bounces, and other turns of phrase that can describe individuals and situations related to investing and the stock market.	Students will: <ul style="list-style-type: none"> Express terms that describe people, events, and situations linked to investing.
My Stock Portfolio (Suggested for Sessions Two, Three, and Four)	This extension activity enables students to select real stocks on the stock market using an initial imaginary investment of \$10,000. Students create a stock portfolio and then track and adjust their investments over time. This activity has no time limit, and students may track and adjust their portfolios for as long as they'd like.	Students will: <ul style="list-style-type: none"> Apply research-based investment decisions. Practice following the process for buying and selling stocks.
Data Gathering (Suggested for Session Two)	This 20-minute extension activity focuses on the importance of making informed investment decisions. It explains several ways to accumulate information about a prospective company's stock and describes the importance of evaluating each source of information fully and objectively.	Students will: <ul style="list-style-type: none"> Identify what resources investors use to make informed investment decisions. Express why investors research companies before making investment decisions.

Self-Guided Extension Activities Outline

Extension	Overview	Objectives
Comparing Investment Channels (Suggested for Session Two)	In this 15-minute extension activity, students learn about several ways in which investors buy and sell stocks, uncovering the upsides and downsides of each method.	Students will: <ul style="list-style-type: none"> • Compare the advantages and disadvantages of buying and selling investments through various channels.
Analyzing Initial Public Offerings (IPOs) (Suggested for Sessions Two and Three)	This 15-minute extension activity focuses on initial public offerings (IPOs) and how the company's initial stock price is determined.	Students will: <ul style="list-style-type: none"> • Identify the factors to consider when deciding whether to invest in an IPO.
Financial Watchdogs (Suggested for Session Three)	This 20-minute extension activity focuses on the agencies and organizations tasked with protecting investors and regulating financial markets and products.	Students will: <ul style="list-style-type: none"> • Identify the protections provided to investors by market regulatory agencies that oversee financial markets, products, and professionals.
Taxes and the Stock Market (Suggested for Sessions Three or Four)	In this 15-minute extension activity, students learn about short- and long-term capital gains and the ways in which they are taxed differently, depending on income.	Students will: <ul style="list-style-type: none"> • Examine how short- and long-term capital gains are taxed.
Preparing for the JA Stock Market Challenge (Suggested for Session Four)	This 30-minute extension activity prepares students for the JA Stock Market Challenge. Students review the big ideas about stocks and the stock market that they must understand to participate in the JA Stock Market Challenge. They also learn about the different roles on the team and the rules of the competition.	Students will: <ul style="list-style-type: none"> • Review the big ideas about investing—specifically, stocks and stock trading. • Prepare for the JA Stock Market Challenge.
Evaluating Your Financial Plan (Suggested for Session Five)	This 15-minute extension activity focuses on reviewing and assessing a financial plan and selecting investments that meet stated goals.	Students will: <ul style="list-style-type: none"> • Review and evaluate their financial plans. • Select possible investments that meet the goals of the financial plan.
Investing for the Long Term (Suggested for Session Five)	In this 15-minute extension activity, students learn why investing over the long-term offers the best path toward success in the market and why day trading can be fraught with risk.	Students will: <ul style="list-style-type: none"> • Identify the value of and benefits associated with long-term investments. • Express the risks associated with day trading and short-term investments.