

JA Titan[®]

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, including 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 for 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.



Sample Production Screen in *JA Titan* Simulation



Sample Research and Development Screen in *JA Titan* Simulation

CURRICULUM OUTLINE

Choose any 5 or more sessions based on students' previous knowledge and readiness, in any order.

The Tutorial Session focuses on how to navigate the simulation and introduces business concepts and key terms.

- *Getting Ready for Business** (Teacher-Led, Volunteer-Led, or Self-Guided): Students are guided through an interactive tour of the *JA Titan* simulation. They learn about the program's goals and key terms used in the simulation, and how to play *JA Titan*.

Competition Prep Sessions focus on gameplay strategies.

- *Freestyle Exploration*: This session is for students who are ready to jump straight into playing the *JA Titan* 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.
- *How to Play JA Titan*: This session guides students through the *JA Titan* simulation and focuses on the foundational key terms and concepts for the simulation: budget, cash-on-hand, chief executive officer, expenses, income statement, and price versus production.

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- *Exploring Production:* This session explores the *JA Titan* Production department and the relevant simulation screens, features, and business decisions. In this session, students 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, students 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. Students 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* program is about—competing for the title of *JA Titan* of Business! Students 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). Students 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. Students explore the Four Ps of Marketing (product, place, price, and promotion) through classroom-based activities, eventually culminating in the students 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, students 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 students a sense of business concepts in the real world.

Materials Guide

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