# JA Titan®

## Student Workbook

Junior Achievement™

# JA Titan®

## Student Workbook



First edition 1999

# Contents

NAME: DATE:

# Getting Ready for Business

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Explore: JA Titan Simulation Tour

The goal of the *JA Titan* simulation is to **successfully produce, market, and sell a phone and to make more profit than your competitors**. As you play the simulation, keep in mind the big idea that businesses have to make decisions every day; the outcome of those decisions affects the business, employees, consumers, and the community.

You will either play against the simulation's AI in single-player mode or play head-to-head against your peers in multiplayer mode.

Use the following sections to capture key term definitions, notes, tips, and instructions for making decisions in each area of your phone business. Refer to your notes when you play *JA Titan*.

### Budget Tab

**1.** What key decisions are made for the company budget?

**2.** What buttons are in the Budget tab?

______________ ______________ ______________

| Key Term | Definition |
|---|---|
| chief executive officer (CEO) | |
| budget | |

| Key Term | Definition |
|---|---|
| expenses | |
| cash-on-hand | |

## Research & Development Tab

Research & Development is the first of your company's four major expenses.

**1.** What key decisions are made for Research & Development?

**2.** What buttons are in the Research & Development tab?

______________________ ______________________ ______________________

| Key Term | Definition |
|---|---|
| research and development (R&D) | |
| report | |
| features | |
| innovation | |

## Production Tab

Production is the second of your four major expenses.

1. What key decisions are made for Production?

2. What buttons are in the Production tab?

| Key Term | Definition |
| --- | --- |
| production | |
| cost | |
| price | |
| profit | |
| profit margin | |

## Marketing & Sales Tab

Marketing & Sales is the third of your four major expenses.

**1.** What key decisions are made for Marketing & Sales?

**2.** What buttons are in the Marketing & Sales tab?

____________________ ____________________ ____________________

| Key Term | Definition |
|---|---|
| marketing | |
| advertising | |
| demographic | |
| market share | |

## Corporate Social Responsibility Tab

Corporate Social Responsibility is your company's final major expense.

**1.** What key decisions are made for Corporate Social Responsibility?

**2.** What buttons are in the Corporate Social Responsibility tab?

________________________ ________________________

| Key Term | Definition |
|---|---|
| corporate social responsibility (CSR) | |
| stakeholders | |

## Back to the Budget

Once you have made all of your business decisions for each department, return to the Budget tab to review your allocations.

**1.** Review any Events.

**2.** Select **Next Quarter**.

**3.** Review any advice in the pop-up window.

**4.** Select **CONFIRM**.

## How Did You Do?

Business decisions should always be based on data. Before making new decisions, be sure to check your performance from previous quarters to help guide you. You will see your End of Quarter results after you select the **Next Quarter** button.


## Victory Currencies

To win the game, your company must earn the highest total number of victory currencies (coins) across five categories. You can win in a single category, and the company that wins the most victory currencies overall wins the simulation.

Write in the description for each category.

1. Profit (Total Value):
2. Research & Development (R&D):
3. Production:
4. Marketing & Sales:
5. Corporate Social Responsibility (CSR):

## Wrap-Up: Debrief

### Reflect

Reflect on the experience of completing the simulation tutorial.

1. What is something that surprised or interested you about the *JA Titan* simulation? Is it the number of decisions the CEO has to make each quarter, the effect of the product price on sales, the importance of marketing, or something else?

NAME: DATE:

# Freestyle Exploration

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Gameplay: Becoming CEOs

In the *JA Titan* simulation, your goal is to successfully **produce, market, and sell a phone and make more profit than your competitors**. As you play the simulation, keep in mind the big idea that businesses have to make decisions every day; the outcome of those decisions affects the business, employees, consumers, and the community.

Remember, this program culminates in a competition to see who is the "*JA Titan* of Business." Use this session to understand the game and get an edge on the competition!

## Gameplay Tips

1. Set your budget for the first quarter using the sliders in the third column on the Budget tab.
2. Revisit the budget sliders after making decisions for Research & Development (R&D), Production, Marketing & Sales, and Corporate Social Responsibility (CSR), and change them as needed before selecting the **Next Quarter** button.
3. Do NOT select the **CONFIRM** button until you are confident in your decisions for each department, because you will not be able to go back and make changes once you select this button.
4. Each quarter will advance automatically once all the companies have made their decisions or when the time limit selected by your teacher has been reached.
5. Refer to the decision checklist for each quarter in the **Player Quick-Start Guide**, and use the guide to help you navigate the simulation.
6. Call the **Advisor** in the simulation if you have questions.
7. Record your company data immediately following each quarter in the ***JA Titan* Data Workbook** to practice capturing the outcomes of your business decisions. The workbook will help guide your business decisions as CEO.
8. Try out different strategies and ideas. You will learn by doing!

## Year One, Quarter One Data

Fill in the blanks for your total starting cash and phone inventory.

- My company's total starting cash-on-hand is $ ________________ .
- I already have an inventory of ________________ phones, because I am taking over an existing company.

## Wrap-Up: Debrief

### Reflect

Refer to the completed game data in the ***JA Titan* Data Workbook** and the Content Management System (CMS). Then reflect on the following questions.

**1.** Where did your company rank in relation to the top company and the average company?

**2.** Is there a department or decision you need to know more about before you play again?

**3.** What is one change you will make the next time you play *JA Titan* to improve your company's performance?

NAME: DATE:

# How to Play JA Titan

Preview this document, and note the main topics and ideas.

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## Explore: JA Titan Guided Exploration

In the *JA Titan* simulation, your goal is to **successfully produce, market, and sell a phone and to make more profit than your competitors**. As you play the simulation, keep in mind the big idea that businesses have to make decisions every day; the outcome of those decisions impacts the business, employees, consumers, and the community.

You will either play against the simulation's AI in single-player mode or play head-to-head against your peers in multiplayer mode.

For this guided exploration, you should focus on learning the functionality and gameplay of the simulation rather than your company's performance. Once you are familiar with the simulation, then you can think about your gameplay strategy and being competitive. This is just the beginning of your adventure!

### First Order of Business

Fill in the blanks:

1. Your company name: ____________________

2. You are the new ____________________ of the company.

Use the following sections to capture key term definitions, notes, tips, and instructions for making decisions in each area of your phone business. Refer to your notes when you play *JA Titan*.

## Budget Tab

1. What key decisions are made for the company budget?

**2.** What buttons are in the Budget tab?

_______________ _______________ _______________

| Key Term | Definition |
|---|---|
| budget | |
| cash-on-hand | |
| expenses | |
| income statement | |

## Research & Development (R&D) Tab

Research & Development is the first of four major investment expenses.

**1.** What key decisions are made for Research & Development?

**2.** What buttons are in the Research & Development tab?

_______________ _______________ _______________

| Key Term | Definition |
|---|---|
| research & development (R&D) | |
| features | |
| innovation | |

## Production Tab

Production is the second of four major investment expenses.

1. What key decisions are made for Production?

2. What buttons are in the Production tab?

______________________ ______________________ ______________________

| Key Term | Definition |
|---|---|
| production | |
| cost | |
| price | |
| profit | |
| profit margin | |

## Marketing & Sales Tab

Marketing & Sales is the third of four major investment expenses.

**1.** What key decisions are made for Marketing & Sales?

**2.** What buttons are in the Marketing & Sales tab?

| Key Term | Definition |
|---|---|
| demographic | |
| market share | |
| marketing | |
| advertising | |

## Corporate Social Responsibility (CSR) Tab

Corporate Social Responsibility (CSR) is the fourth of four major investment expenses.

1. What key decisions are made for Corporate Social Responsibility (CSR)?

2. What buttons are in the Corporate Social Responsibility tab?

_______________ _______________

| Key Term | Definition |
|---|---|
| corporate social responsibility (CSR) | |
| stakeholders | |

## Back to Budget

Once you have made all of your business decisions for each department, return to the Budget tab to review your allocations.

1. Review any Events.
2. Select **Next Quarter**.
3. Review any advice in the pop-up window.
4. Select **CONFIRM**.

## Wrap-Up: Debrief

### Victory Currencies

These are the five categories used to score each company in the simulation. To win the game, your company must earn the highest total number of victory currencies (coins) across five categories. You can win in a single category, and the company who wins the most victory currencies overall wins the simulation.

Write the description for each victory currency.

1. Profit (Total Value): ______________________________

2. Research & Development (R&D): ______________________________

**3.** Production: ____________________________________________

**4.** Marketing & Sales: ______________________________________

**5.** Corporate Social Responsibility (CSR): ____________________________

## Reflect

Look at the completed game data in the ***JA Titan* Data Workbook** and the Content Management System (CMS). Then reflect on the following question.

1. What is one change you will make the next time you play *JA Titan* to improve your company's performance?

NAME: DATE:

# Exploring Production

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Discuss: Profit Equation

Fill in the blanks to complete the equation.

Profit = ______________________ — ______________________

## Discuss: The Price of Production

Imagine you want to start a hamburger concession stand business. Brainstorm a list of all the costs you would have if you wanted to make and sell hamburgers.

## Explore: Exploring Production

Companies must make a profit if they want to stay in business, and they must produce a product before they can sell it.

**Important:** Do not select the **Next Quarter** and **CONFIRM** buttons until you are instructed to do so; otherwise, your choices will be locked in, and you will not be able to participate until the next quarter.

## Key Terms and Definitions

Write the definitions for the key terms in your own words.

| Key Term | Definition |
|---|---|
| profit | |

| Key Term | Definition |
|---|---|
| profit equation | |
| revenue | |
| cost | |
| price | |
| production | |
| capacity | |
| cost per phone | |
| markup | |
| inventory | |

| Key Term | Definition |
|---|---|
| competition | |
| market size | |
| depreciation | |
| productivity | |
| risk | |
| profit margin | |

## Production Department

**1.** What key decisions do you have to make for the Production department?

**2.** What buttons are in the Production tab?

_______________ _______________ _______________

3. Note any hints or strategies you wish to remember for your company's Production department.

## Wrap-Up: Debrief

### Victory Currencies

These are the five categories used to score each company in the simulation. To win the game, your company must earn the highest total number of victory currencies (coins) across five categories. You can win in a single category, and the company who wins the most victory currencies overall wins the simulation.

Write the description for the Profit (Total Value) victory currency.

**Profit (Total Value):**

Write the description for the Production victory currency.

**Production:**

## Reflect

Look at the completed game data in the ***JA Titan* Data Workbook** and the Content Management System (CMS). Then reflect on the following questions.

1. What different strategies did you try when determining how many phones to make each quarter and what price to set? What were your results?

2. The next time you play *JA Titan,* what is one change you will make to improve your company's performance?

NAME: DATE:

# Examining R&D and Marketing

Preview this document, and note the main topics and ideas.

If you are working with a digital copy, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Discuss: Investing in R&D and Marketing

Successful companies can never be satisfied at their current level of success. Making investments in the Research & Development and Marketing & Sales departments is an investment for the future. For market share growth, companies must research future innovations, learn about potential buyers' preferences, and advertise to get the word out.

## Explore: Examining R&D and Marketing

### Key Terms and Definitions

Write the definitions for the key terms in your own words.

| Key Term | Definition |
|---|---|
| research and development (R&D) | |
| market research | |
| advertising | |
| marketing | |
| revenue (sales) | |

| Key Term | Definition |
| --- | --- |
| investment | |
| risk | |
| innovation | |
| labor | |
| capital | |
| depreciation | |
| demographic | |
| market size | |
| impression | |
| market share | |

## Research & Development and Marketing & Sales Departments

Companies must make a profit if they want to stay in business, and they must produce a product that potential customers want to buy.

1. What key decisions are made for Research & Development?

2. What buttons are in the Research & Development tab?

   ______________________ ______________________ ______________________

3. What key decisions are made for Marketing & Sales?

4. What buttons are in the Marketing & Sales tab?

   ______________________ ______________________ ______________________

## Wrap-Up: Debrief

### Victory Currencies

These are the five categories used to score each company in the simulation. To win the game, your company must earn the highest total number of victory currencies (coins) across five categories. You can win in a single category, and the company who wins the most victory currencies overall wins the simulation.

Write the description for the Research & Development victory currency.

**Research & Development:**

Write the description for the Marketing & Sales victory currency.

**Marketing & Sales:**

## Reflect

Look at the completed game data in the ***JA Titan*** **Data Workbook** and the Content Management System (CMS). Then reflect on the following questions.

**1.** What R&D and marketing strategies did you try, and what were the results?

**2.** The next time you play *JA Titan*, what is one change you will make to improve your company's performance?

NAME: DATE:

# Considering Economic Factors

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Warm-Up: Expect the Unexpected

The goal of the scenario-based *JA Titan* simulation is to demonstrate how certain aspects of a business are affected by events outside of its control and even outside of its entire industry. Company decision makers will confront scenarios in which their current strategy may not work; in response, they may need to analyze the available data and pivot to a new strategy.

### Key Term and Definition

Write the definition for the key term in your own words.

| Key Term | Definition |
|---|---|
| economy | |

## Explore: Economic Conditions

In your *JA Titan* company, as in a real company, changes in the broader economy may affect various economic aspects of your company. As you play through a scenario-based game in the *JA Titan* simulation, the economic events that occur might affect the following economic factors of your company:

| Economic Factor | Definition | Possible Effect on Your *JA Titan* Company |
|---|---|---|
| capital investment | | |
| market appetite | | |

| Economic Factor | Definition | Possible Effect on Your *JA Titan* Company |
|---|---|---|
| market price | | |
| market size | | |
| production cost | | |
| research time | | |
| stock/inventory | | |
| tax rate | | |

## Gameplay: Scenario-Based Game

Describe the details of the economic event that appeared in the pop-up message.

## Reflect

Look at the completed game data in the ***JA Titan* Data Workbook** and the Content Management System (CMS). Then reflect on the following questions.

**1.** When the earthquake hit, how was your company affected?

**2.** How did the economic event affect sales and your company's ability to make a profit?

**3.** What were a few ways you adjusted your company spending as a result of this event?

NAME: DATE:

# Presenting the JA Titan of Business

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Competition Details

Note the competition details as provided to you by your teacher or JA volunteer.

Select one:

☐ **Single-player mode**

Starting Cash-On-Hand:

Number of Quarters:

☐ **Multiplayer mode**

Game Name:

Competition Date and Time:

## Victory Currencies

There are the five categories used to score each company in the simulation.
To win the game, your company must earn the highest total number of victory currencies (coins) across five categories. You can win in a single category, and the company who wins the most victory currencies overall wins the simulation.

Profit (Total Value): The company with the greatest overall value, including all possessions

Research & Development (R&D): The company that invests in the most innovations

Production: The company with the largest profit margins

Marketing & Sales: The company that captures the largest market share

Corporate Social Responsibility (CSR): The company that maintains the highest average CSR score

# Wrap-Up: Debrief

## How Did You Do?

Fill in your *JA Titan* company's final rank and the victory currencies your company was awarded during the competition game.

| Rank | Name | Profit | R&D | Production | CSR | Marketing & Sales | Total |
|---|---|---|---|---|---|---|---|
| | | | | | | | |

## Reflect

Reflect on the experience of competing in the *JA Titan* competition.

**1.** Summarize your thoughts or feelings about your company's performance during the competition. Which business decisions do you think worked or did not work and why?

**2.** If you could start over in this exact simulation, what is one thing you would do differently?

**3.** What is one concept, idea, or skill you learned from playing *JA Titan* that you think you will remember a year from now?

NAME: DATE:

# Research and Development

Preview this document, and note the main topics and ideas. If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Key Terms and Definitions

Write definitions for the key terms in your own words.

| Key Term | Definition |
|---|---|
| research and development (R&D) | |
| product development | |
| investment | |
| return on investment (ROI) | |
| differentiate | |
| innovation | |
| risk | |

| Key Term | Definition |
| --- | --- |
| capital | |
| strategy | |
| prototype | |

## Discuss: Investing in R&D

The goal of research and development is to maintain or increase profits by staying ahead of the competition. The money spent on R&D is an investment, because money is being spent now with the goal of getting a return on that investment in the future that is larger than what was spent. There are advantages and disadvantages to having an R&D department.

Think about the concession stand business in the big city park. Should you invest in some R&D?

Brainstorm possible advantages and disadvantages to spending money on the R&D process for the concession stand business.

| Advantages | Disadvantages |
| --- | --- |
| | |

## Get Together: From Idea to Prototype

Develop an R&D innovation that will improve your smartphone, something that no other real company has already offered. Be as creative as you want. Imagine that your amazing research team will figure out how to make it work.

| Product Design Steps | Notes/Sketches |
|---|---|
| 1 **Create a concept.** Describe your smartphone innovation idea (functionality, how much it will increase the price of the phone, appearance, etc., or a process that makes production cheaper or better in some way). | |
| 2 **Get feedback on the concept from potential customers.** Discuss your idea with at least one classmate, family member, or friend. Be sure to ask for constructive feedback, both positive and negative. Summarize the feedback. | |
| 3 **Create a prototype.** In the online tool of your choice, create and label an image of your prototype. Post a link to your image in this document. | |
| 4 **Get feedback on the prototype from potential customers.** Describe and demonstrate your prototype to at least one classmate, family member, or friend. Be sure to ask for constructive feedback, both positive and negative. Summarize the feedback. | |

## Wrap-Up: R&D Debrief

### Reflect

Reflect on the experience of completing this session and answer the following question.

1. What did you learn about research and development in this session that surprised you?

NAME: DATE:

# Marketing

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Marketing Mix

The goal of marketing is increased profits. The money spent on marketing is an investment, because the money is being spent now with the goal of getting a return on that investment in the future that is greater than what was spent. The 4 Ps of Marketing are four strategies that marketers use to accomplish that goal. Businesses conduct market research to help guide their marketing plan.

## Key Terms and Definitions

Write definitions for the key terms in your own words.

| Key Term | Definition |
|---|---|
| advertising | |
| marketing | |
| market research | |
| demographic | |
| investment | |
| marketing mix | |

| Key Term | Definition |
|---|---|
| product | |
| place | |
| price | |
| promotion | |
| durables | |
| consumables | |
| services | |

## Discuss: Analyze the 4 Ps

### The “Share a Coke” Campaign

As you watch the video about the soda campaign, note in your own words how the advertising agency that developed the campaign used each of the 4 Ps.

| 4 Ps | Used in the “Share a Coke” Campaign |
|---|---|
| Product | |

| 4 Ps | Used in the "Share a Coke" Campaign |
|---|---|
| Place | |
| Price | |
| Promotion | |

## Get Together: The 4 Ps in Action

Develop a marketing plan for a product by answering the following questions:

1. What is your product (name, description of features)?

2. Where will you place your product to make it available to buyers (retail locations, online, etc.)?

3. What is the price of your product?

4. Explain why your price is appropriate. Consider manufacturing costs, supply and demand in the marketplace, the value of the product to consumers, and competitor pricing. Who is your primary demographic? What impact will they have on the price you choose?

5. How will you promote your product (advertisement, commercial, contest, in-store marketing, social media, coupon, etc.)? Again, consider the demographic group you are selling to. Where will they be mostly likely to see your promotions?

6. Using your response to Question 5, create a quick draft of your promotional material.

## Wrap-Up: Marketing Debrief

### Reflect

Reflect on the experience of completing this session, and answer the following questions.

1. What did you learn about marketing and advertising in this session that surprised you?

2. After this session, will you feel differently about the ads you see? Why or why not?

NAME: DATE:

# Corporate Social Responsibility

Preview this document, and note the main topics and ideas.

If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Key Terms and Definitions

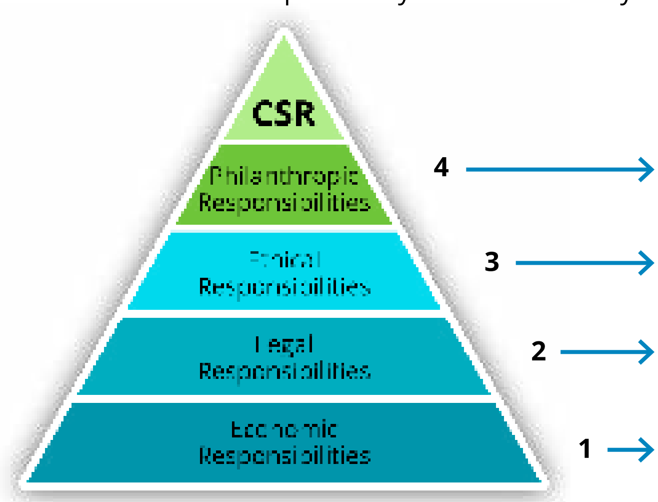
Write the definitions for the key terms in your own words.

| Key Term | Definition |
|---|---|
| stakeholders | |
| corporate social responsibility (CSR) | |
| philanthropy | |

## Explore: Case Study Primer

### Carroll's CSR Pyramid

Take notes for each responsibility within the CSR Pyramid and answer the questions.



1. Do you agree that making a profit and economic responsibilities should be the foundation of a company's CSR plan?

2. Do you agree that a business has a philanthropic obligation to the community? In other words, should a business be expected to give money to charities and other social programs?

## Get Together: Case Study Scenario

### Rebuilding a Reputation Activity

You will use Carroll's CSR pyramid to help a company that is trying to rebuild its reputation by creating a corporate social responsibility plan.

- ☐ Read the Fun Fones scenario.
- ☐ As per your teacher's or JA volunteer's instructions, work independently or in a group to build the Fun Fones CSR pyramid.

## Fun Fones Scenario

### Introduction

Fun Fones is a growing company that makes smartphones. The company is popular among teens, because it sells unique, fun phones and creative accessories. Unfortunately, the company has been in the news recently for some unethical business practices. Fun Fones' business leaders did some market research and found that people like the company's phones but don't want to buy from a company with a bad reputation. The CEO has been fired, and you have been hired as Fun Fones' new CEO.

### Corporate Social Responsibility

The Board of Directors has made it clear that it is your job to turn the company around and get customers buying Fun Fones' products again. Market research shows that customers love your company's products, so it's not a matter of what you sell; rather, it's a corporate social responsibility issue. How can Fun Fones become a good corporate citizen and rebuild its reputation as a company that people will want to support?

## Building the Fun Fones CSR Pyramid

The Board of Directors has presented you with a model of Carroll's CSR Pyramid. Your task is to use the pyramid to design a CSR plan for the company.

As Fun Fones' new CEO, brainstorm actions that the company can take to meet its corporate social responsibilities and rebuild its reputation as a good corporate citizen.

### 1. Economic Responsibilities

What kinds of things could Fun Fones do to get people to buy its phones again? Sales? Specials? New designs and features? A public apology to address the public's concerns? Ads to explain that Fun Fones is under new management?

### 2. Legal Responsibilities

What types of laws could be written specifically for a technology-based business, such as a smartphone manufacturer? Businesses in general?

### 3. Ethical Responsibilities

What steps could Fun Fones take to demonstrate that it regrets its unethical choices and is putting new policies in place to monitor its leaders and employees, all in an effort to remain ethical? (Hint: some ethical issues include product safety, employee benefits and well-being, customer safety, environmental protection, and fair business practices.)

### 4. Philanthropic Responsibilities

What types of charitable contributions could Fun Fones make? And which charities could it support? Is there a community project Fun Fones could undertake? Is there an event the company could sponsor?

## Wrap-Up: CSR Debrief

### Reflect

Reflect on the experience of completing this session and answer the following questions.

1. What did you learn about corporate social responsibility in this session that surprised you?

2. How will what you know about corporate social responsibility impact your behavior as a consumer? As a potential business owner?

3. How has your thinking changed about companies who are associated with good causes like the Special Olympics or who sponsor fundraising or charitable events?

NAME: DATE:

# Daily Business Operations (Speaker Session)

Preview this listening guide, and note the main topics and ideas before the guest speaker begins. If you are completing the activity digitally, be sure to save the document with a logical filename in your personal workspace so you can refer back to it later.

## Key Terms and Definitions

When you come across a term you don't recognize, add it to the chart. Investigate the meaning, and write in the definition.

| Key Term | Definition |
|---|---|
| | |
| | |
| | |

## Reflect

Reflect on what you have learned about running a business by responding to the following prompts:

**1.** Share a business concept or idea you learned from the speaker.

**2.** Describe a new insight into a business concept that affects your daily life.

**3.** List any business ideas that appeal to you as you consider possible future careers.

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