

JA TITAN PLANNING GUIDE



INTRODUCTION

JA Titan is a simulation-based program in which students compete as business CEOs in the phone industry. Students experience 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 individually 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.

JA TITAN SIMULATION

The JA Titan simulation is a business management simulation in which players take on the role of CEO of a phone development company.

The focus of the JA Titan program is the simulation. Students learn the key concepts through experiential learning via gameplay. The JA Titan simulation may be played in single-player mode, where players compete individually as companies against the simulation's artificial intelligence (AI), or in multiplayer mode, where players compete as companies (either individually or in teams) against each other. Single-player mode is a learning tool designed for practice. The AI companies play at a moderately easy level.



JA TITAN CLASSROOM SESSIONS

To complement the learning in the JA Titan simulation experience, there are a series of classroom sessions that follow a flexible modular format. Each session includes an introduction, key learning and wrap-up activities. The sessions are expected to take approximately 60 minutes each to complete.

- There are three competition prep or gameplay sessions that focus on experiential learning through gameplay in the JA Titan simulation.
- There are three deep dive sessions that provide a deeper exploration of key topics and can be completed without use of the simulation.

CLASSROOM SESSIONS <i>Deep dive sessions do not need access to the simulation</i>
Session 1: Introduction to JA Titan
Session 2: Exploring Production
Session 3: Examining R&D and Marketing
Session 4: Research & Development Deep Dive
Session 5: Marketing Deep Dive
Session 6: Corporate Social Responsibility Deep Dive



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PROGRAM RESOURCES



JA Titan Simulation

Access the simulation at <https://jatitancanada.org>.



Digital Presentation and Presenter Notes

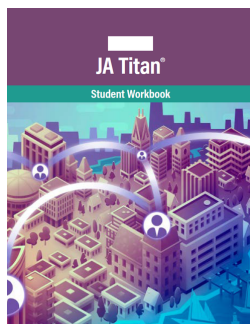
Access the digital resources on JA Campus.



Each session includes a digital classroom presentation to guide student learning and is complemented by presenter notes that support the facilitator in leading students through the program content, activities, and discussions. The presenter notes include talking points for each slide along with instructions and answer keys for activities.

Student Workbook

Access a digital copy on JA Campus or find print copies in the physical program kit.

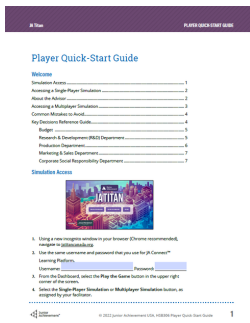


The student workbook can be used alongside each session and offers activities aligned to the presentation and simulation through which students can take notes, apply and reflect on their learning.

To accommodate multiple program formats, there may be some overlap in the student workbook activities. Teachers may choose to skip some sections if they have been completed in others. Please note that not all activities listed in the student workbook will be covered in the program.

Player Quick Start Guide

Access a digital copy on JA Campus or find print copies in the physical program kit.



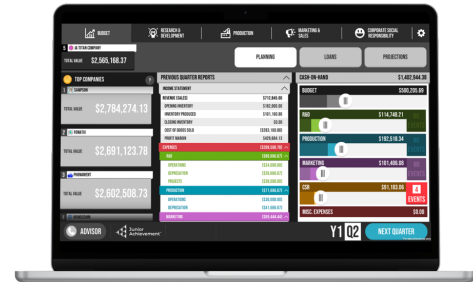
The player quick start guide provides instructions for accessing the simulation and provides key information about the simulation. Students and teachers can reference the quick start guide throughout the program to support their experience with the simulation.

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PROGRAM OVERVIEW

Use this program overview to explore the activities and timing for each session to help plan for your JA Titan program delivery.



Session 1: Introduction to JA Titan

Approximately 60 minutes

Students learn key terms and concepts for the simulation: budget, cash-on-hand, CEO, expenses, income statement, price, and production.

- Introduction (5 min)
- Getting Started (5 min)
- Guided Exploration – How to Play (30 min)
- Gameplay: Go Solo! (15 min)
- Wrap Up (5 min)

Session 2: Exploring Production

Approximately 60 minutes

Students focus on the interconnected aspects of profit, price, cost, and production.

- Introduction (5 min)
- Guided Exploration – Exploring Production (20 min)
- Gameplay: Go Solo! (15-30 min)
- Wrap Up (5 min)

Session 3: Examining R&D and Marketing

Approximately 60 minutes

Students focus on the effect that investing in R&D and marketing can have on a company's product and profits, including the risk that comes with investment.

- Introduction (5 min)
- Guided Exploration – Exploring R&D and Marketing (30 min)
- Gameplay: Go Solo! (15 min)
- Wrap Up (5 min)



Session 4: Research and Development Deep Dive

Approximately 60 minutes

Students explore how economic factors affect a single company and even an entire industry and require them to use different strategies in order to succeed.

- Introduction (5 min)
- Investing in R&D (10 min)
- R&D Strategy (30 min)
- Wrap Up (5 min)

Session 5: Marketing Deep Dive Session

Approximately 60 minutes

Students explore how economic factors affect a single company and even an entire industry and require them to use different strategies in order to succeed.

- Introduction (5 min)
- The Marketing Mix & 4P's (20 min)
- The 4P's in Action (15 min)
- Wrap Up (5 min)

Session 6: Corporate Social Responsibility Deep Dive

Approximately 60 minutes

Students explore how economic factors affect a single company and even an entire industry and require them to use different strategies in order to succeed.

- Introduction (5 min)
- Business & CSR (20 min)
- Case Study: Fun Fones (20 min)
- Wrap Up (5 min)