



JA Titan[®]

High School

JA Titan challenges students to apply their knowledge of business as they compete online in the highly competitive industry of the fictional Holo-Generator. Students enter decisions about price, production, marketing, capital investment, and research and development. The impact of their decisions will lead to the success or failure of each Holo-Generator company. *JA Titan* introduces critical economics and management decisions through an interactive simulation. *JA Titan* consists of seven 45-minute volunteer led sessions and a computer simulation. It is recommended for students in grades 9 through 12.

Session One: How Much? How Many?

Students explore how price and production can affect business performance.

Key Learning Objectives

The students will be able to:

- Explain how product price makes an impact on profits.
- Understand how production can affect price, sales, and profit.

Session Two: How Much? How Many? The Simulation

Students learn to make decisions about price and production levels using the *JA Titan* computer simulation.

Key Learning Objectives

The students will be able to:

- Make informed business price and production decisions.

Session Three: Cutting Edge

Students design a research and development plan for their business. They also examine the impact marketing has on sales and explore marketing strategies.

Key Learning Objectives

The students will be able to:

- Determine a research and development plan for their business.
- Explain how businesses determine their target markets and conduct market research.
- Explain how marketing affects sales.
- Identify key marketing strategies.

Session Four: Cutting Edge – The Simulation

Students learn to make decisions about research and development and marketing using the *JA Titan* computer simulation.

Key Learning Objectives

The students will be able to:

- Make informed research, development, and marketing decisions.

Session Five: Make an Investment

Students learn methods to make capital investment decisions, promote new business growth through capital investment, and why businesses choose to make charitable giving decisions.

Key Learning Objectives

The students will be able to:

- Understand that different businesses use different capital investment strategies.
- Make recommendations for capital investment based on set parameters.
- Define charitable giving and explain why businesses make decisions to share their resources.

Session Six: Make an Investment – The Simulation

Students make decisions about capital investment and charitable giving using the online *JA Titan* computer simulation.

Key Learning Objectives

The students will be able to:

- Make business decisions by applying their knowledge to a business simulation.
- Use what they have learned about price, production, research and development, marketing, capital investment, and charitable giving to make business decisions using the *JA Titan* computer simulation.



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Session Seven: JA Titan of Industry – The Competition

Using knowledge gained from previous sessions, students compete as businesses to see which will be crowned the *JA Titan of Industry*.

Key Learning Objectives

The students will be able to:

- Understand how business decisions affect business performance.
- React appropriately to decisions made by other businesses.

Teaching Tips for Junior Achievement Volunteers

Session One Tips:

Extended Learning Opportunities follow this session should you want to spend additional time with the students. You can also ask if the teacher can present these optional sessions. To encourage groups to work together, consider giving only one Student Workbook to each group. Ask the teacher to help assign groups. Give student groups some time to become acquainted with the strategies in the student workbook.

Session Two Tips:

If classroom time permits, you can increase the number of quarters for the *JA Titan Practice Competition*.

Session Three Tips:

Bring examples of businesses that have conducted research and development for new products (e.g. cell phones).

Session Four Tips:

Print “Company and Industry Reports” from the JA Titan computer simulation from Quarter Three for student businesses before class so they can use them to make decisions for Quarter Four.

Session Five Tips:

The teacher or volunteer can serve as the investment analysis committee if too few students are present to effectively allow.

Session Six Tips:

Consider not using Decision Worksheets in Quarter Nine to allow students to develop their own strategies.

Session Seven Tips:

If additional time is available, consider adding more quarters to the JA Titan of Industry challenge.

General Suggestions:

Students will display a variety of attitudes, and can be quite candid. It’s best to use a calm, non-judgmental response when students need to be redirected. Care about the students as individuals. Learn their names, remember what they say, look them in the eye, and express that you believe each student is capable of success.

JA programs are correlated to Arizona’s College and Career Ready Standards in English Language Arts and Mathematics and Arizona K-12 Academic Standards in Social Studies. Additional national correlations can be found at www.ja.org.