



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* 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 target markets and a research and development plan for their business.
- 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.
- 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:

- 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.

Vocabulary

Teachers, please introduce these vocabulary words to your students in preparation for their Junior Achievement sessions.

Break-Even Point - the point at which income from sales equals costs

Capital Investment - the money paid to purchase buildings, tools, and machines to create goods and services

Cash Flow - the amount of money going into and out of a business during regular business operations

Charitable Giving - the voluntary effort to improve the well-being of humankind through money, materials, or time

Demographics - characteristics of human populations and population segments, especially when used to identify consumer markets

Fixed Costs - costs that remain the same no matter how much of a product is produced

Four P's of Marketing - product, price, place, and promotion

Law of Diminishing Returns - increasing amounts of variable resources crowd fixed resources, resulting in reduced production

Market Research - gathering and evaluating data regarding consumers' preferences for products and services

Marketing - the process of planning and executing the conception, pricing, distribution, and promotion of a product or service

Price - the money value of a good or service

Product Life Cycle - the progression of a product from its introduction into the market, through its growth, maturity, and decline

Production - the process of changing resources into goods to satisfy the needs or wants of customers

Research and Development - the investigation into developing new or improved products, processes, and services

Resource - something of value that serves a need

Target Market - a specific consumer group a business wants to reach

Variable Costs - costs that change with the amount or speed of production

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.