



JA Titan[®]

Program Overview

JA Titan introduces critical economics and management decisions through an interactive simulation.

Following participation in the program, students will be able to:

- Clarify personal goals, ethics, and working styles by using decision-making skills from a business-leadership perspective.
- Apply concepts to a virtual simulation to understand how key business decisions affect a company's bottom line.

Session Overviews and Objectives

Session One How Much? How Many? Students explore how price and production can affect business performance.	Objectives Students will be able to: <ul style="list-style-type: none">• 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 <i>JA Titan</i> computer simulation.	Objective Students will be able to: <ul style="list-style-type: none">• 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 they explore marketing strategies.	Objectives Students will be able to: <ul style="list-style-type: none">• 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 <i>JA Titan</i> computer simulation.	Objective Students will be able to: <ul style="list-style-type: none">• Make informed research and development and marketing decisions.

Session Overviews and Objectives

<p>Session Five Make an Investment Students learn methods to make capital investment decisions, how to promote new growth in their businesses through capital investment, and why businesses choose to make charitable giving decisions.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • 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.
<p>Session Six Make an Investment—The Simulation Students make decisions about capital investment using the <i>JA Titan</i> computer simulation. Using the online simulation, students also make decisions about charitable giving.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • 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 <i>JA Titan</i> computer simulation.
<p>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.</p>	<p>Objectives Students will be able to:</p> <ul style="list-style-type: none"> • Understand how business decisions affect business performance. • React appropriately to decisions made by other businesses.

Program Basics

- Includes a series of seven sessions recommended for high school students.
- Average time for each session is 45-60 minutes.
- Materials are packaged in a self-contained kit that includes detailed plans for the volunteer and materials for 32 students.
- Student businesses compete to become the JA Titan of Industry.
- Computer simulation and program demonstrates the key topics related to running a business.
- Session-specific, student-friendly materials included to increase student interaction and emphasize JA's experiential approach to learning.
- Correlates well to state social studies, English, and math standards, as well as the Common Core State Standards in English/Language Arts and mathematics.

Program Concepts and Skills

JA Titan enhances students' learning of the following concepts and skills:

Concepts—Business management, Capital investment, Charitable giving, Demographics, Fixed costs, Four P's of Marketing, Law of diminishing returns, Marketing, Marketing research, Price, Product life cycle, Production, Research and development, Target marketing, Variable costs

Skills—Analyzing information, Critical-thinking, Data analysis, Decision-making, Mathematical skills, Planning, Reading charts and graphs, Research, Teamwork, Working in groups