

Central NC JA – High School Program

JA Titan™

JA Titan™ introduces critical economics and management decisions through an interactive Web-based (or CD-ROM) simulation. The classroom-based version of **JA Titan** offers lesson plans, administrator control, and economic scenarios.

The program contains 10 instructional activities and is recommended for students in grades 9-12. Use of this program requires a logon and password assigned by the local JA office. All instructional materials are available online. A kit-based CD-ROM Version was recently released as well.



JA Titan™ is more than just a game. It's a JA experience!

The year is 2030. The CEO of the future needs to get the Holo-Generator™ to market before the competition does. So goes the premise of the all-new **JA Titan**, a powerfully interactive simulation that has recently been re-imagined by Junior Achievement. Coupled with the presence of a volunteer in the classroom, students apply their knowledge of business as they compete online in the highly competitive industry of the fictional Holo-Generator™.

While simulating “business quarters,” you’ll need to enter decisions on price, production, marketing, capital investment, and R & D. The impact of your decisions will eventually lead to the success or failure of your Holo-Generator™ company.

JA Titan™ Instructional Activities

Topic: Building a Management Team

Students become acquainted with Junior Achievement’s business simulation and are introduced to the concept of management.

Key Learning Objectives

The students will

- identify key decision-making roles in a business
- name skills and experience needed for specific jobs
- develop plans for their Holo-Generator™ companies

Topic: Getting the Price Right

Students become familiar with the simulation and the financial reports that accompany it. They form companies, choose a business strategy, and make a decision about price for the next business quarter.

Key Learning Objectives

The students will

- discover the types of decisions all businesses make: price, production, marketing, capital investment, and R&D
- determine a business strategy
- set a product price to achieve a specific level of sales

Topic: Producing Enough at the Right Price

Students are introduced to the concept of supply. By setting production levels for their Holo-Generator™ companies, the students try to find the market-clearing price for their product.

Key Learning Objectives

The students will

- adjust price to affect production
- identify the gross margin for their companies
- set a production level to maximize profit
- identify ways to maximize efficiency of production

Topic: Finding the Buyers

Students discover the impact of marketing on sales within a business and make marketing decisions for their Holo-Generator™ companies.

Key Learning Objectives

The students will

- identify key decision-making roles in a business.
- review the principles of setting prices.
- analyze price, production, and marketing information for Holo-Generator™.

Topic: Building Bigger

Students promote new growth in their businesses through capital investment.

Key Learning Objectives

The students will

- identify the essential elements of capital investment
- establish a rationale for capital investment consistent with their company's price/volume strategy
- assess presentations to determine how capital investment decisions are made
- analyze the results of their decisions for the last quarter and make decisions for the next quarter

Topic: Making Better Holo-Generators™

Students make decisions to spend money on research and development to improve their Holo-Generator™.

Key Learning Objectives

The students will

- identify the key reasons for spending on research and development
- develop a plan for research and development consistent with company goals
- analyze the results of their decisions for the last quarter and make decisions for the next quarter

Topic: The Expert Rescue Team

Students take on the roles of consultants to struggling Holo-Generator™ companies. They assist the companies with identifying strategies and making decisions to improve their profitability.

Key Learning Objectives

The students will

- identify potential problems from a company's financial reports
- make presentations of recommended strategies
- to improve company performance
- analyze the five decisions required for a Holo-Generator™ company

Topic: Navigating the Business Cycle

The students learn how to recognize business cycles and successfully manage their businesses during economic peaks and troughs.

Key Learning Objectives

The students will

- identify how the business cycle influences economic factors
- determine ways that firms adjust to changes in economic activity
- recognize the importance of economic indicators to business
- assess the impact of monetary and fiscal policy

Topic: Launching New Products

Students will learn about some of the challenges that companies face before and after the introduction of a new technology in the marketplace.

Key Learning Objectives

The students will

- identify the impact new technology has on existing products and services
- prepare an initial marketing strategy based on focus group reaction and selected target markets
- analyze situations and develop solutions to challenges that their companies may face during the product introduction phase

Topic: Why Businesses Fail

Students will learn why products become obsolete in a dynamic market economy and evaluate strategies that firms use to extend the life of their products and remain competitive.

Key Learning Objectives

The students will

- identify why certain technologies make existing products obsolete
- develop alternative business strategies and evaluate the costs and risks of each strategy
- review the product life cycle and create options for extending the life of a product