JA Titan®

JA Titan introduces critical economics and management decisions through an interactive simulation. Seven required volunteer-led activities.

The key learning objectives listed beside each activity state the skills and knowledge students will gain.

Session One: How Much? How Many?
Students explore how price and production can affect business performance.

Key Learning Objectives
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
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
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
Students will be able to:
- make informed research and 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
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 using the *JA Titan* computer simulation. Using the online simulation, students also make decisions related to charitable giving.

Key Learning Objectives
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.

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
Students will be able to:
- understand how business decisions affect business performance.
- react appropriately to decisions made by other businesses.

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

JA Titan includes a program kit containing seven instructional activities and a computer simulation. It is recommended for students in grades 9-12.

High School Programs

All JA programs are designed to support the skills and competencies identified by the Partnership for 21st Century Skills. These programs also augment school-based, work-based, and connecting activities for communities with school-to-work initiatives.