

JA Titan®

JA Titan introduces critical economics and management decisions through an interactive simulation and seven required, volunteer-led sessions. *JA Titan* will unite your class around the concepts of teamwork, critical thinking, and strategy development – and could provide your students with an opportunity to compete against others from around the world.

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 Titles and Summaries

Session One: How Much? How Many?

Students explore how price and production can affect business performance.

Session Two: How Much? How Many? The Simulation

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

Session Three: Cutting Edge

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

Session Four: Cutting Edge – The Simulation

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

Session Five: Make an Investment

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

Session Six: Make an Investment – The Simulation

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

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.

Junior Achievement® – Bringing the “Business of Life” to Life

Join Junior Achievement's global network of more than 287,000 volunteers and help students in your community connect the dots between what they learn in school and the “business of life”—work readiness, entrepreneurship, and financial literacy.

JA's Turn-Key Volunteer Solution:

1. Personalized Placement

JA works with you to ensure you teach at the location and grade level of your choice.

2. Comprehensive Training

JA staff provides training so you are comfortable visiting the classroom. You will be trained in classroom management, understanding and relaying the JA curriculum, working with the classroom teacher, and communicating effectively with students.



3. Minimal Time Commitment

The time commitment is minimal compared to the significant impact you make. High school-level classes include seven to twelve, 45- to 120-minute sessions. And, JA provides you with a kit containing all the session plans and student materials you'll need to make every minute count.

4. JA Staff Follow-Up and Support

JA staff is available to answer your questions or make suggestions pertaining to your volunteer assignment.

JA Titan® takes the childhood lemonade stand to a whole new level — to the online world! Built as a web-based simulation, high school students run a virtual company. Whether that means running it into the ground or to large profits depends on the quarterly business decisions they make about their product, price, marketing, R & D, and more. Sink or swim, students gain an understanding of critical business practices and the effect management decisions have on a company's bottom line.

Guide for Volunteers and Teachers
Provides lesson plans and teaching tips.



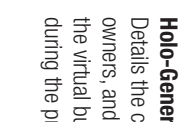
Student Workbook
An in-class and take-home reference tool for students to follow along and complete with each session.



Certificate of Achievement
Given to students in recognition of their participation.



Holo-Generator Poster
Details the critical decisions made by business owners, and how those decisions apply to the virtual business that students are running during the program.



Take-Home Newsletter
Provides activities for the student's family to enjoy.



Online Simulation
Students put to work skills they learn in each session, simulating business quarters and entering decisions on price, production, marketing, capital investment, R & D, and charitable giving.



CD-ROM
Provides classrooms without internet access with the ability to engage in the simulation component of the program.

