



# JA Titan<sup>®</sup>

*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.

