

JA Titan

Teaching high school students how to become Titans of industry

What is JA Titan?

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

JA Titan introduces critical economic and management decisions through an interactive simulation. 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 Holo-Generator.



The Holo-Generator (pictured above) is a fictional product designed to project 3-D music videos in the palm of your hand.

While simulating "business quarters", students enter decisions on price, production, marketing, capital investment, charitable giving, and research/development. The impact of the decisions will lead to the success or failure of each Holo-Generator company.

JA Titan includes seven volunteer-led classroom lessons, each approximately 40 minutes in length. The lessons combine discussion and decision-making with hands-on application using the business simulation.

What is the JA Titan Challenge?

The JA Titan Challenge 2 takes the program one step further. Using the online business simulation, Junior Achievement designs a day-long business strategy competition for high school students. Completing the in-class program prior to the competition is recommended, but not required.

New for 2010, Junior Achievement has expanded the JA Titan Challenge to include an Entrepreneurship Exchange. High schools throughout South Central PA are invited to participate. Students form teams and will compete through two rounds of the JA Titan competition. Problem solving and creative thinking entrepreneurship activities will also be conducted with the help of a business volunteer facilitator. A local entrepreneur will speak during a lunchtime program. At the conclusion of the competition, top performing teams will take home scholarships. Held on college campuses, the JA Titan Challenge also gives students an opportunity to tour a college campus and learn more about college business programs.



Monday, March 8, 2010

8:30 AM – 1:30 PM

Central Pennsylvania College & Penn State York

www.jasca.org

Why JA Titan Works

- ▲ After a recent survey, 88.6% of students who were involved in JA Titan had an overall positive experience. As a follow-up, 75.5% of those students stated they would recommend JA Titan to their friends. This shows that the majority of students find the program enjoyable, and a fun way to learn about business.
- ▲ Another survey involving teachers, volunteers, and students showed that JA Titan enhances students' work readiness skills (i.e., decision-making, critical thinking, and problem solving). The majority agreed, bringing in high percentages, that JA Titan is successful at implementing all three work readiness skills.
- ▲ The JA Titan Challenge is a great way to reinforce communication and teamwork between students. To participate in the business strategy competition, students must work in teams; and to succeed, they must strategize together to find the business plan to win the game.
- ▲ Teachers and volunteers believe that the program is not only challenging for the students, but also increases their motivation. Some have even seen an improvement in their students' focus towards accomplishing goals and setting new goals towards their future careers.

JA TITAN INSPIRES OUR FUTURE WORKFORCE

According to the 2009 JA Teens & Entrepreneurship Poll, 51% of teens want to start their own businesses someday.

Scope & Sequence

JA Titan is correlated to Pennsylvania State education standards. The program 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

For more information:

717-843-8028

BE PREPARED

Newly added Entrepreneurship Symposium

"We have expanded the day to include some outstanding entrepreneurship components to make the event even more impactful!"

- First round of JA Titan Challenge competition
- Entrepreneurship group activity: "Creative Thinking"
- Keynote welcome address by local business leader
- Lunch
- Second round of Titan Challenge
- Entrepreneurship group activity: "Problem Solving"
- Scholarship presentation