

JA Titan

Description	Key Learning Objectives	Social Studies	Language Arts Literacy	Mathematics	Career Ed. & Consumer, Family, and Life Skills
<p>Session One: How Much? How Many? Students explore how price and production can affect business performance.</p>	<p>Objectives: The students will: -explain how product price makes an impact on profits -understand how production can affect price, sales, and profit Concepts: business management, price, law of diminishing returns, fixed costs, variable costs, production Skills: decision-making, working in groups, data analysis</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C 3.3.A, 3.3.B, 3.3.C 3.4.A, 3.4.B	4.1.A, 4.1.B, 4.1.C 4.3.B 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E	9.1.B.2, 5 9.2.A.1 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4
<p>Session Two: How Much? How Many? – The Simulation Students learn to make decisions about price and production levels using the <i>JA Titan</i> computer simulation.</p>	<p>Objectives: The students will: -make informed business price and production decisions Concepts: business management, price, law of diminishing returns, fixed costs, variable costs, production Skills: decision-making, working in groups, data analysis</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C 3.4.A, 3.4.B	4.1.A, 4.1.B, 4.1.C 4.3.B, 4.3.C 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E, 4.5.F	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4
<p>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.</p>	<p>Objectives: The students will: -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 Concepts: research and development, product life cycle, demographics, target marketing, marketing, marketing research, four P's of marketing Skills: analyzing information, working in groups, decision-making, research, critical thinking, planning</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C, 3.3.D 3.4.A, 3.4.B 3.5.A, 3.5.C	4.4.A 4.5.C, 4.5.D	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4, 6
<p>Session Four: Cutting Edge – The Simulation Students learn to make decisions about research and development and marketing using the <i>JA Titan</i> computer simulation.</p>	<p>Objectives: The students will: -make informed research and development and marketing decisions Concepts: research and development, product life cycle, demographics, target marketing, marketing, marketing research, four P's of marketing Skills: analyzing information, working in groups, decision-making, research, critical thinking, planning</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C 3.4.A, 3.4.B	4.1.A, 4.1.B, 4.1.C 4.3.B, 4.3.C 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E, 4.5.F	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4, 6

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<p>Session Five: Make an Investment Students learn methods to make capital investment decisions, promote new growth in their businesses through capital investment, and why businesses choose to make charitable giving decisions.</p>	<p>Objectives: The students will: -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 Concepts: business management, marketing, charitable giving Skills: research, data analysis, mathematical skills, analyzing information, critical thinking, decision-making, teamwork</p>	6.1.A 6.2.B 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C, 3.3.D 3.4.A, 3.4.B 3.5.C	4.1.A, 4.1.B, 4.1.C 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4
<p>Session Six: Make an Investment – The Simulation Students make decisions about capital investment using the <i>JA Titan</i> computer simulation. Using the online simulation, students also make decisions related to charitable giving.</p>	<p>Objectives: The students will: -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 <i>JA Titan</i> computer simulation Concepts: business management, marketing, charitable giving Skills: research, data analysis, mathematical skills, analyzing information, critical thinking, decision-making, teamwork</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C 3.4.A, 3.4.B	4.1.A, 4.1.B, 4.1.C 4.3.B, 4.3.C 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E, 4.5.F	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4
<p>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.</p>	<p>Objectives: The students will: -understand how business decisions affect business performance -react appropriately to decisions made by other businesses Concepts: price, production, marketing, research and development, capital investment, charitable giving Skills: working in groups, decision-making, reading charts and graphs</p>	6.1.A 6.5.A, 6.5.B	3.1.D, 3.1.E, 3.1.F, 3.1.G, 3.1.H 3.2.C, 3.2.D 3.3.A, 3.3.B, 3.3.C 3.4.A, 3.4.B	4.1.A, 4.1.B, 4.1.C 4.3.B, 4.3.C 4.4.A 4.5.A, 4.5.B, 4.5.C, 4.5.D, 4.5.E, 4.5.F	9.1.B.2, 5 9.2.A.1, 3 9.2.B.2 9.2.C.1, 2 9.2.E.1, 4