



presents the

JA Titan Challenge

Friday, April 13, 2018

Developing Tomorrow's Entrepreneurs

Students act as CEOs in a competitive real world business simulation.

Highest Performers Win College Scholarships

What is the JA Titan® Challenge?

The Junior Achievement Titan® Challenge is a one-day strategy tournament using an online, interactive business simulation. The competition is uniquely designed to unleash student creativity, test leadership skills, and demonstrate the competitive nature of the free enterprise system. The regional Titan Challenge this year will be at "Milliken University" on the Milliken & Company Campus in Spartanburg.

Who are the Competitors?

Students and teachers can prepare for the competition on their own by practicing at the website listed below, or teachers can provide greater impact by requesting the entire seven-week preparation program in their classrooms. Trained JA volunteers teach and test the key business decisions that student teams of 2-4 students will need to market and manufacture a fictional product called the Holo-Generator™. The "companies" are challenged to outperform the competition in profit, sales, and market share. Each student company will be paired with a volunteer consultant from a local business. There is no cost to the students or their high schools to participate.

What are the Rules of the Competition?

Decisions will be made as a team. In addition to developing budgets and interpreting financial reports, students can expect to increase their knowledge of: pricing, production, capital investments, research and development, marketing, and charitable giving. Business decisions made during the competition directly impact the competing companies. Every quarter the teams receive industry and company reports from the previous quarter's decisions.

The teams with the highest Performance Index win!

Try it! Go to <http://titanpublic.ja.org> and create a free username and password.

What are the Rewards for the Students?

In addition to gaining knowledge about the world of business, the top ranking teams win Junior Achievement scholarships to the college, university, or training facility they choose to attend. These scholarships will be presented by and named for their corporate sponsors.

**JA of Upstate SC: 864-244-4017 • www.jaupstatesc.org
Serving Anderson, Greenville, Oconee, Pickens, and Spartanburg Counties**



JA Titan® Program in Upstate SC with Scholarship Opportunities

Over the past seven years JA of Upstate SC has successfully empowered over 1,500 high school students to own their economic success through a program called *JA Titan®*. The seven-lesson program led by JA volunteers concludes with a competitive virtual business simulation with measurable outcomes. Student teams are invited to a regional “*JA Titan® Challenge*” and the top 3 teams receive a share of \$6,750 in college scholarships. The top two teams will be invited to compete in the national competition. **All high school students are invited to compete in the regional competition, whether or not they have had the opportunity to receive the 7-lesson JA Titan course in their classroom.** In that case, we will work with the classroom teacher to make sure they can be properly prepared.

Impact

JA Titan® is an innovative, web-based, interactive business simulation designed to help high school students understand the business world. Students make decisions in six key areas of business: price, production, capital investment, research and development, marketing, and philanthropy. In a classroom setting, the students divide into small teams, each representing a virtual company producing the same fictional product. Decisions regarding those key indices determine the success of the company. Throughout the simulation, additional tools, facts, and tips are provided. As teams manipulate these factors for their companies, the *JA Titan* software responds accordingly, providing updated results each “quarter” via financial reports of company balance sheets, industry trends, and the competitive landscape. Students use this data and the economic concepts they have learned to adjust to current conditions and strategize how to achieve the highest performance index.

Students practice and apply these skills:

- situation analysis
- application of information and decision-making under time pressure
- data interpretation
- consensus building and problem-solving
- critical thinking
- math computations.

Identified strengths of the program include:

- application of classroom learning to “real-life”
- mastery of analyzing, interpreting, and impacting financial reports
- correlation with national and state standards of curriculum in math, social studies, language arts
- alignment with state mandates for age-appropriate courses in economics and financial literacy
- stand-alone product for business classes or clubs or enhancement for regular and advanced placement economic and math classes
- no cost to schools
- no additional burden to classroom teachers*

* JA Titan classes are delivered by trained volunteers, who receive detailed lesson plans and easy-to-use tools to set economic parameters and create changing scenarios. The presence of volunteers in the classrooms is significant: they are role models, emphasizing the relevance and value of education. The combination of digital instruction and personal interaction with these men and women develops synergy between business and education, closing the generational divide and broadening perspectives.



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 High School Programs

Click on these resources for additional information:

[Scope and Sequence Information, All Grades](#)

[Correlation between High School SC State Standards and JA Programs, All Grades](#)

[STEM Connections to JA Programs](#)

High School Programs

As high school students begin to position themselves for their future, there are many unanswered questions about what lies ahead. Junior Achievement's high school programs help students make informed, intelligent decisions about their academic and economic choices, and fosters skills that will be highly useful in the business world.

With a range of different programs, Junior Achievement teaches about concepts relating to entrepreneurship, financial literacy, and work readiness. The volunteers bring real-life business experience and guidance into the classroom at a time that represents an essential crossroads for young people. Programs are typically comprised of five to seven class periods (45 minutes).

Click on the individual program for details.

JA Be Entrepreneurial™ - This program demystifies finance by explaining how a bank works and having students operate a computer-simulated bank with their classmates. It covers the history of banking and introduces students to the various career paths in banking.

JA Career Success® - High-growth career industries predominate. This new program equips today's students with the skills needed to compete in the world marketplace, specifically developing the 4Cs—critical thinking, communication, collaboration, and creativity.

JA Exploring Economics® - This program fosters lifelong skills and knowledge about how an economy works, including micro-, macro-, personal, and international economics.

JA Personal Finance® – This classroom-based program introduces students to the importance of planning for their financial future. It demonstrates the roles that budgeting, investing, credit, and insurance play in securing financial stability. Students develop a portfolio of skills to make financial decisions and set financial goals throughout their lives.

JA Titan® - Through a web-based simulation, students operate a virtual company, whether that means running it into the ground or earning big profits. Success depends on quarterly decisions they make about their product price, marketing, R&D, and business practices. Win or lose, students gain a real-world understanding of the effect management decisions have on a company's bottom line. **This program culminates in a regional competition in the spring. The top three finishers receive college scholarships!**