

JA Titan

Description	Key Learning Objectives	Social Studies	Language Arts	Mathematics
<p>Topic One: Building a Management Team Students become acquainted with the business simulation and are introduced to the concept of management.</p>	<p>Objectives: The students will: -identify key decision-making roles in a business -name skills and experience needed for specific jobs -develop plans for their Holo-Generator™ companies</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 2.1 a 2.2 a</p>
<p>Topic Two: Getting the Price Right Students become familiar with the simulation and financial reports; they form companies, choose a business strategy, and make a decision about price for the next business quarter.</p>	<p>Objectives: The students will: -discover the types of decisions all businesses make: price, production, marketing, capital investment, and R&D decisions -determine a business strategy -set a product price to achieve a specific level of sales</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 1.2 a 2.1 a 2.2 a 4.1 a 4.2 a</p>
<p>Topic Three: Producing Enough at the Right Price Students are introduced to the concept of supply and try to find the market-clearing price for their product.</p>	<p>Objectives: The students will: -adjust price to affect production -identify the gross margin for their companies -set a production level to maximize profit -identify ways to maximize production efficiency</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 1.2 a 2.1 a 2.2 a 4.1 a 4.2 a</p>
<p>Topic Four: Finding the Buyers Students discover the impact of marketing on sales and make marketing decisions for their Holo-Generator™ companies.</p>	<p>Objectives: The students will: -identify key decision-making roles in a business. -review the principles of price setting. -analyze price, production, and marketing information for Holo-Generators™</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>
<p>Topic Five: Building Bigger Students promote new growth in their businesses through capital investment.</p>	<p>Objectives: The students will: -identify the essential elements of capital investment -establish a rationale for capital investment consistent with their company's price/volume strategy -assess presentations to determine how capital investment decisions are made -analyze the results of their decisions for the last quarter and make decisions for the next quarter</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a, c 3.2 a-c, f 4.2 a, b 4.3 a-c	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>

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<p>Topic Six: Making Better Holo-Generators™ Students make decisions to spend money on research and development to improve their Holo-Generator™</p>	<p>Objectives: The students will: -identify the key reasons for spending on research and development -develop a research and development plan consistent with company goals -analyze the results of their decisions for the last quarter and make decisions for the next quarter</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>
<p>Topic Seven: The Expert Rescue Team Students take on the role of consultants to struggling companies, helping to identify strategies to improve profitability.</p>	<p>Objectives: The students will: -identify potential problems from a company's financial reports -make presentations of recommended strategies to improve company performance -analyze the five decisions required for a Holo-Generator™ company</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a, c 3.2 a-c, f 4.2 a, b 4.3 a-c	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>
<p>Topic Eight: Navigating the Business Cycle The students learn how to recognize the business cycle and successfully manage their businesses during economic peaks and troughs.</p>	<p>Objectives: The students will: -identify how the business cycle influences economic factors -determine how firms adjust to changes in economic activity -recognize the importance of economic indicators to business -assess the impact of monetary and fiscal policy</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>
<p>Topic Nine: Launching New Products Students learn about the challenges companies face before and after the introduction of a new technology in the marketplace.</p>	<p>Objectives: The students will: -identify the impact new technology has on existing products and services -prepare an initial marketing strategy based on focus group reaction and selected target markets -analyze situations and develop solutions to challenges their companies may face during the product introduction phase</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a, c 3.2 a-c, f 4.2 a, b 4.3 a-c	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>
<p>Topic Ten: Why Businesses Fail Students learn why products become obsolete in a dynamic market economy and evaluate strategies that firms use to extend the life of their products to remain competitive.</p>	<p>Objectives: The students will: -identify why certain technologies make existing products obsolete -develop alternative business strategies and evaluate the costs and risks of each strategy -review the product life cycle and create options for extending the life of a product</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	<p><i>Core:</i> 1.1 a 2.1 a 2.2 a 4.2 a</p>

