



Tomorrow's CEO, Made Today

*JA Titan's* identified strengths include providing students with a better understanding of business by allowing them to apply classroom learning through real-life experience. The program also improves students' abilities to formulate strategies and make decisions, and it engages them through the interactive use of technology. In addition, *JA Titan* encourages educators to further develop their own technological skills while reaching students through the computerized learning platform they find exciting and challenging.

Is *YOUR* school participating?  
Contact 309-682-1800 to find out!



### About Junior Achievement

Locally, JA of Central Illinois has grown 286% in the classroom in recent years, making it one of the fastest-growing Junior Achievement offices in America, resulting in several local and national awards. Nearly 14,500 students in over 660 classrooms experienced JA in central Illinois in during the 2010-11 school year.

JA programs help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

JA's unique approach allows volunteers from the community to deliver our curriculum while sharing their experiences with students. Embodying the heart of JA, our 384,925 classroom volunteers transform the key concepts of our lessons into a message that inspires and empowers students to believe in themselves, showing them they can make a difference in the world.



4450 N Prospect Road, Suite C4  
Peoria Heights, Illinois 61616  
www.JuniorAchievement.biz  
phone: 309-682-1800  
fax: 309-682-3916



A Business Strategy Competition  
for Area High School Students



Friday, April 20, 2012

8:30 a.m.– 2:30 p.m.

Robert Morris University



## What is the JA Titan Business Challenge?

To prepare young people with the necessary skills to rise to the top of their chosen profession, *JA Titan* provides a unique, fun, and exciting online opportunity to learn about business and economics. Through this simulation, students learn how to make price, production, capital investment, marketing, and research and development decisions for the fictional Holo-Generator™ industry.

Through this interactive online business simulation program, students have the ability to apply and practice the concepts they are learning. As young entrepreneurs, they manage the business, experience the “real world” of business where the victor wins the market share and revenues while competitors struggle to survive.

Teams of students from central Illinois high-schools are given complete control to manage and operate their own virtual business. Success depends on how well they manage their company’s key decisions, and scholarship money is on the line. Find out more at [newtitan.ja.org](http://newtitan.ja.org)



## What Are the Scholarship Winnings?

Each member of the winning teams will receive a scholarship to the college of his or her choice. \$5,000.00 worth of college scholarships and prizes will be given away. Would you like a corporate presence in front of 60+ “cream of the crop” high school students? Call the JA office at 682-1800.

## JA Titan is more than just a game. It's a Junior Achievement experience!

Coupled with the presence of a volunteer, students apply their knowledge of business as they compete online in the highly competitive industry of the fictional Holo-Generator™.

Students serve as the CEO of a virtual company, working to outperform their competition. While simulating "business quarters," students enter decisions on price, production, marketing, capital investment, and R & D. The impact of the decisions will lead to the success or failure of each Holo-Generator™ company.

Winning teams receive a college scholarship as well as other prizes plus every participant receive a goodie bag of prizes as well.

JA Titan enhances students’ learning of the following concepts and skills:

**Concepts** – Business management, Capital investment, Charitable giving, Demographics, Fixed costs, Law of diminishing returns, Marketing, Marketing research, Price, Product life cycle, Production, Research & 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

All JA programs are designed to support the skills and competencies identified by the Partnership for 21st Century Skills. These programs also augment school-based, work-based, and connecting activities for communities with school-to-work initiatives.



Holo-Generator™

## JA Titan Business Strategy Competition Sponsors



**YOUR LOGO  
HERE!**

*For more information about being a sponsor of the JA Titan Business Strategy Competition, contact Junior Achievement at 309-682-1800.*