



## **JA Titan Business Game Curriculum Matches**

In 2008, Junior Achievement of British Columbia asked teachers with years of experience hosting JA programs to identify, using Ministry of Education curriculum, the Prescribed Learning Outcomes for which each JA program had strong alignment. The Titan program helps teachers and students achieve the following Learning Outcomes in a range of high school courses:

### **Accounting Grade 11**

#### **Accounting Concepts:**

- Describe the relationship between debit and credit entries.
- Explain the relationships among assets, liabilities and owner's equity.
- Describe the relationships among journals, ledgers, trial balances and financial statements in the accounting cycle.
- Justify the use of accounts in business.

#### **Financial Data:**

- Demonstrate skill in recording a variety of transactions in a general journal.

#### **Analysis:**

- Describe the financial status of enterprises based on analyses of financial statements.
- Assess the current and projected financial strength of a business using financial statements.

### **Accounting Grade 12**

#### **Financial Data:**

- Compare financial reporting used in single proprietorships, partnerships, and corporations.
- Demonstrate proficiency in using cash control procedures.

#### **Presentation:**

- Prepare and evaluate short-term and long-term budgets.

#### **Analysis:**

- Analyze financial statements.
- Analyze statements of earnings for various businesses.
- Describe ways in which financial data are used.



## **Marketing Grade 11**

### **Marketing Concepts:**

- Analyze how changes in the economic, political, social, cultural and legal factors influence marketing.
- Identify the social, legal, and ethical issues involved in marketing products and services.

### **Marketing Research:**

- Explain why businesses conduct marketing research.

### **Marketing Practice:**

- Identify how retailers in various locations inform target markets of their products, services, or ideas.
- Evaluate factors that contribute to effective retail practice: location, product mix, promotion, and pricing.
- Describe and evaluate methods of inventory management.

### **Marketing Strategies:**

- Create and justify a marketing strategy for a specific target market.
- Apply various marketing strategies to solve business problems.
- Design marketing strategies for each stage in a product's life cycle.

## **Business and Computer Applications Grade 11**

### **Business Communications:**

- Apply a variety of communication skills, methods, and strategies to communicate in business situations.

### **Presentations:**

- Apply group problem-solving and decision-making skills to complete business tasks.
- Demonstrate a willingness to participate as a member of a team.
- Demonstrate acknowledgement of and respect for the different attributes, opinions, and roles of team members.
- Explain the contribution of leadership and teamwork to the workplace environment.

## **Business Information Management Grade 12**

### **Business Communications:**

- Choose and use communication methods and strategies appropriate to specific business situations, including the proper use of telephone, fax, and email.



## **Economics Grade 12**

### **Foundations:**

- Analyze factors that affect growth, the creation of wealth, and the distribution of income in an economy.
- Evaluate the components and assumptions of various economic theories, including the theory of supply and demand, and their effect on the development of modern economic systems.
- Evaluate the effect of economic activity (including home-based, non-profit, and non-market economics).
- Apply economic principles when making personal and career decisions.
- Evaluate an economic system's performance based on criteria including: freedom, international standards of ethics, efficiency, security, stability, environmental impact, equity, employment, growth.
- Describe how economic performance is monitored, measured, and reported
- Analyze, create, and evaluate economic graphs.
- Apply basic statistical analysis to interpret economic data from primary, secondary, and tertiary sources.

### **Factors of Production:**

- Appraise entrepreneurial activity and the roles played by entrepreneurs in an economy.
- Predict the characteristics, skills, and processes that are important for entrepreneurial success.

## **Entrepreneurship Grade 12**

### **Business Plan Formulation:**

- Develop and evaluate a business plan and operating strategy for a venture.

### **Teamwork and Networking:**

- Identify the roles of leadership and teamwork in entrepreneurial activity.
- Apply teamwork skills to solve a business problem.
- Demonstrate a commitment to high standards of legal and ethical behaviour when operating a venture.
- Assess how personal attributes influence the success of a venture.
- Establish and use criteria to evaluate group processes and their own roles and contributions to the group process.
- Develop and maintain a personal network of business contacts.