

JA TITAN

Grades 8-12

Financial Literacy | Entrepreneurship | Work Readiness

ABOUT THE PROGRAM



Through an interactive business simulation, students step into the role of CEO and compete in the phone industry. As they manage limited resources across multiple quarters, students make real-world business decisions related to budgeting, production, research and development, marketing, and corporate social responsibility.

Program Length: 2-7 hours

Program Format: In-Class

Supports Curriculum: Business studies, economics, financial literacy, career education

Provided Resources: Classroom presentations, a physical program kit, online simulation platform



Learn More

What will students do and learn?

- Set and manage a company budget using limited cash-on-hand
- Allocate resources across production, research and development (R&D), marketing and corporate social responsibility
- Decide on pricing, factory capacity, and production levels
- Select product features to develop through R&D
- Use market research and advertising to target customer demographics
- Analyze reports to improve profit, profit margin, and market share
- Adjust strategies based on results and competitive conditions



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I was fortunate to have been exposed to Junior Achievement when I was a high school student and I am proud, as an educator, to be able to bring the richness of these programs to my students.

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JA Teacher



How do I access this JA program?

Step 1



Reach out to your local JA office to register your class.

Step 2



Your local JA contact will follow up to coordinate details for teacher-led programs.

Step 3



Access the online resources for your program on jacampus.org and the physical kit material.

Access to online resources requires setting up a free JA ID and using a program access code (provided by your local JA office).



NEW

**This program includes
a new interactive
simulation!**

Reach Out Today!



Visit jabc.org/programs

to learn about JA program options for students in grades 3-12.

JA programs are available at no cost to educators or participants thanks to our generous supporters.