JA British Columbia | Member of JA Canada

Success Starts Here

JA TITAN

Grades 8-12



Financial Health | 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 Education, Math, 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







> **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.**
>
> JA Teacher



How do I access this JA program?

Step 1

Enrol at jabc.org/connect.

Step 2

A JABC team member will follow up to coordinate details for teacher-led programs or to coordinate a volunteer to facilitate the program. Volunteer availability may vary by location.

Step 3

Access the online resources for your program on jacampus.org and receive a physical kit mailed directly to your school. If a volunteer will be facilitating the program, these details will be shared with the volunteer.

Access to online resources is provided through shared JA Campus login credentials supplied by your local JA office.

175+

youth participated in this program during the 2025-26 year.

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.