

JA Titan



Overview

Students apply their knowledge of business as they compete online to create and market a successful company in this interactive business simulation. While simulating “business quarters,” students make decisions on price, production, marketing, capital investment, charitable giving and R & D. JA Titan enhances business, economics and math skills while demonstrating the impact that decisions have on the success or failure of a company.

JA Titan is available to schools in Minnesota, North Dakota and western Wisconsin.

This challenge is facilitated by a JA volunteer in your school, at a local business or at our JA capstone facility in Maplewood, MN. Top teams from local competitions will receive recognition and qualify for the regional JAUM Titan Business Challenge, where they compete for prizes and to become the JA Titans of Industry.

Test your skills by playing a sample game at <http://titanpublic.ja.org>.

For more information, contact:
651-255-0055 or info@jaum.org

www.jaum.org

The Simulation

Choose from one of three interactive and engaging delivery models.

On-site Simulation:

4-hour simulation at Junior Achievement’s capstone facility in Maplewood or partnered business; led by JA staff.

In-Classroom Simulation:

JA volunteer delivers the program at the school typically on two consecutive days. The first day is an in-class overview and instruction on the JA Titan program. On day two, the JA volunteer facilitates the online simulation with student groups competing against each other.

Student Outcomes

The JA Titan curriculum teaches students:

- real-world business concepts
- the product life cycle
- using the four P’s of marketing
- applying concepts of fixed and variable costs
- making informed decisions
- planning and organizational skills
- teamwork and working in groups

There is no fee for schools to participate in JA Titan.