

# JA Titan

Teamwork. Competition. Market Share.

## 2013-2014 JA Titan Business Challenge

*Are You a Titan of Industry?*

### **WHAT IS THE JA TITAN BUSINESS CHALLENGE?**

The Junior Achievement Business Challenge is a business strategy tournament using the *JA Titan* program - an online business simulation program. Each high school student team acts as the Senior Management Team of their company and is responsible for developing business strategies and making “do or die” decisions quarter by quarter. The competition is uniquely designed to unleash creativity, test leadership skills and demonstrate the competitive nature of the free enterprise system. Teams go head-to-head as they strive to make informed, intelligent business decisions in running their own global, virtual business. The success or failure of the company depends on how well these decisions are made.

### **WHAT HAPPENS DURING THE COMPETITION?**

Teams strategize to operate the most successful business and perform the duties of a company’s management team. Teams must make real economic decisions on price, production, marketing, capital investment and research and development. Each round of competition simulates a business quarter in which teams make decisions which result in a performance index (PI). With the competitive fires burning, teams are just as eager to beat the competition as CEO’s of actual companies.

### **WHY JOIN US?**

The JA Business Challenge is an engaging and fun way to support JA programs in West Michigan classrooms and allow local area high school students to participate in this event.

### **COST?**

\$400 of the cost, sponsors the JA Titan Business Challenge Student Event

### **WANT MORE INFORMATION?**

Contact Starla McDermott, Development Manager for Special Events  
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