



Donald O. Schnuck JA BizTown 5th & 6th Grade Academic Program



JA BizTown introduces students to the free enterprise system through classroom instruction and active participation in a simulated community. Students complete four weeks of teacher-led classroom instruction prior to visiting JA BizTown. Every student learns economic concepts related to banking, business, citizenship, competition, work-readiness, quality, ethics, and competition.

Students begin and end the day at JA BizTown with a Town Meeting. You won't want to miss the great speeches by the Mayor, business CEOs, and many others at the end of the day!

During this one-day experience, students run various sponsored businesses, receive paychecks, open bank accounts, and have the opportunity to become consumers by making purchases in student-run businesses within JA BizTown. Students set prices on retail items and are involved in charitable giving and recycling efforts.

Parent volunteers and members of the community are actively involved in the JA BizTown experience as they assist students during the day. Students practice working at service, manufacturing, and retail businesses.



Students determine business advertising as well as overhead and operating expenses. They recognize the importance of ethics, teamwork, and decision making in operating a high quality business. Technology is a large component of JA BizTown. A computer program records students' checking and savings entries and retail purchases throughout the day. Students utilize teambuilding, critical thinking, and problem-solving skills as they actively strive to run a successful business at JA BizTown.

Experience of a lifetime!