

Donald O. Schnuck JA BizTown

Program

- JA BizTown is an area in JA's Free Enterprise Center that contains a "mini-city" encompassing 17 public and private enterprises, including retail shops, a bank, hospital, utility company, TV and radio stations, and a newspaper.
- As a precursor to visiting JA BizTown, fifth- or sixth-grade students study a four-week, in-class curriculum that concentrates on economics, business, and personal finance.
- After studying businesses and learning banking, each student applies for and is assigned a job in one of the 17 businesses within JA BizTown.
- Before the visit, students meet to make business decisions concerning their workday, such as how much capital is necessary for the day's operation and in what manner the money will be spent.
- During their experience at JA BizTown, students operate their businesses to sell goods or services and earn a profit.
- Throughout the day, students also take employee breaks to become consumers and patronize other businesses in this mini-city.

Teacher Training

Teachers implement the JA BizTown curriculum in the classroom after training provided by JA. All curriculum materials are provided by Junior Achievement.

Curriculum

- There are 19 lessons (approximately 45 minutes per lesson) taught in the classroom prior to the student visit and two after-visit, debriefing lessons.
- Skills taught in the curriculum support Missouri state curriculum standards.

Volunteer Training

- 22-24 adult volunteers are needed to operate JA BizTown successfully.
- Student parents are trained prior to the visit day to assist the students throughout the day. arrive at JA BizTown thirty minutes prior to students on the visit day.

Student Cost

\$15 per student – includes student workbooks, all curriculum materials, teacher and volunteer training, and student visit day. Business sponsorships also support operating expenses.

Please contact Jenny Eickhorst, Director of Capstone Programs, at (636) 728-0707, ext. 237 or jeickhorst@jastl.org for additional information.