



## PROGRAM OVERVIEW

JA BizTown provides educators with lessons and resources to effectively integrate financial literacy and work and career readiness into 4th-6th grade classrooms. The learning experience supports critical thinking skills and student engagement, and helps students connect the dots between what they learn in school and the real world.

## CURRICULUM

- Financial Literacy (4 required lessons; 1 optional lesson)** You must have money to spend money. Students need to understand this fundamental concept of earning and spending if they are to grasp the importance of sound personal finance. This unit introduces students to bank services and practices that will help them be successful in JA BizTown and in life. In a society in which money transactions are instantaneous, it is critical that students understand the basics of deposits and withdrawals and then build on that knowledge to understand checks, debit cards, and electronic banking. This unit also connects students to their rights and responsibilities as citizens. It introduces them to key foundational documents that support their freedoms in our country.
- Community and Economy (4 required lessons)** Students explore their roles as citizens of a community and the role of government in communities. They are introduced to the concept of the circular flow of money and goods in an economy. They define basic economic concepts and discuss the impact of taxes and philanthropy.
- Work and Career Readiness (2 required lessons; 1 optional lesson)** Students learn how their interests and skills can lead to exciting careers. They have an opportunity to assess their own skills and interests and to find out what kinds of jobs are available at JA BizTown. They fill out a job application, experience the job interview process, and learn how elected officials acquire their positions.
- Business Management (3 required lessons)** Students prepare for their visit to JA BizTown by working in business teams to learn about key factors in operating a business, such as teamwork, operation costs, pricing, and advertising.
- Simulation and Debrief** Students participate in the JA BizTown simulation and then return to class for a debriefing lesson. The debriefing lesson allows students to reflect on their JA BizTown experience and further identify the relevance of classroom learning to their future plans and goals.



## CURRICULUM MATERIALS

Teachers receive an easy-to-use teacher guide, classroom kit, citizen guides, checkbooks, JA BizPrep materials and access to digital and online resources.



## OPTIONAL RESOURCES

### Civic Primer

The Primer, a pre-program optional learning experience, provides students with background information about the founding of the United States and the basic structure of the federal government. This self-guided asset includes key documents such as the Declaration of Independence and the U.S. Constitution and a brief history of their development. The Primer also defines civics fundamentals and terms.

### Civics Connection AR/VR Experience

The JA BizTown Civics Connection is an immersive augmented reality/virtual reality (AR/VR) experience where students can explore the evolution of civics themes in the recurring Past, Present, and Future framework. The six galleries include Informed Voting, Freedom of Speech, Private Property, Civil Discourse, Entrepreneurship, and Philanthropy.

The experience works on desktops, laptops, tablets, smartphones (which is called Augmented Reality) and Oculus headsets (which is called Virtual Reality).

## FOR MORE INFORMATION

For questions or registration information, contact:  
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