

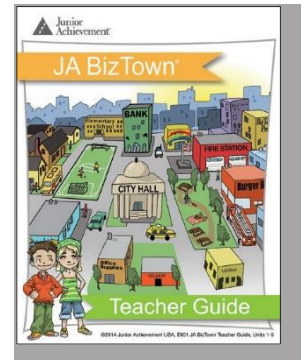


Junior Achievement®

# JA BizTown Virtual® Program Overview | 2020

The JA BizTown program provides educators with lessons and resources to effectively integrate financial literacy and work and career readiness into the elementary school classroom. The program supports critical thinking skills and student engagement, and successfully combines remote or in-class learning with a daylong visit to an interactive, simulated community, either at the JA Center or virtually.

*JA BizTown Adventures Virtual Simulation:* Junior Achievement USA introduces JA BizTown Adventures, a virtual simulation that will allow students to experience the working world during COVID-19-altered instruction. Through JA BizTown Adventures, students will enter an exciting virtual business world as part of their daily learning classrooms, whether instruction is remote or in school. In JA BizTown Adventures, students assume five different business roles from boss to financial expert to innovator to salesperson to consumer. At the end of the five Adventures, each student will have a 360-degree view of how a business works and how money flows through an economy.



The JA BizTown curriculum includes the following teacher-led or homework-assigned sessions prior to the simulation and one session following the simulation.

| Video Units  | Overview  |
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| <p><b>UNIT ONE</b></p> <p><b>Community and Economy</b></p> <p>Video 1: Becoming a JA BizTown Citizen</p> <p>Video 2: Circular Flow of the Economy</p> <p>Video 3: What is Free Enterprise?</p> <p>Video 4: Public Goods and Services</p> | <p>Citizens are introduced to the concepts of free enterprise and the circular flow of money and goods in an economy.</p> |

## Video Units

## Overview

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| <p><b>UNIT TWO</b><br/><b>Work and Career Readiness</b></p> <p>Video 5: Interests and Skills</p> <p>Video 6: Workplace Behaviors</p> <p>Video 7: Making the Right Impression</p>  | <p>Citizens learn how their interests and skills will one day lead to future careers.</p>   |
| <p><b>UNIT THREE</b><br/><b>Financial Literacy</b></p> <p>Video 8: Financial Services</p> <p>Video 9: Checking Accounts – Part 1</p> <p>Video 10: Checking Accounts – Part 2</p> <p>Video 11: Savings Accounts</p> <p>Video 12: Debit Cards</p> | <p>Citizens learn about bank services and practices. Citizens begin to understand the basics of deposits, checks, electronic banking and bank cards.</p>  |
| <p><b>JA BIZTOWN SIMULATION</b></p>   | <p><b>OPTION 1:</b><br/><b>JA BizTown Adventures Virtual Simulation</b><br/>Using online technology, students enter a virtual business world and assume the role of CEO, CPA, Marketing Director, Sales Manager and Consumer.</p> <p><b>OPTION 2:</b><br/><b>JA BizTown On-Site Visit</b></p> |
| <p><b>Debriefing</b></p>  | <p>Students reflect on their JA BizTown Virtual experience.</p>   |