

PREPARATIONS FOR THE JA BIZTOWN VISIT

Your child just completed the Business Management unit in JA BizTown's curriculum and should be getting excited about the upcoming visit to the Junior Achievement facility. This most recent unit focused on final preparations for the visit to the simulated community. By now, you should also have details about the visit so that you can share in your child's excitement. The most recent lessons, which included Business Costs and Setting Prices, helped the students prepare for their roles in their businesses. And the Visit Preparation lesson helped students gain a better understanding about what will happen on the day of their visit.

All students—or citizens, as they are called in the program—have applied for and received jobs at JA BizTown. They have worked in their business teams, practicing the teamwork skills they explored in the previous unit. Teams spent time brainstorming the characteristics of good businesses and discussing “best practices” to help guide their efforts as they operate their own businesses at JA BizTown.

Some citizens were surprised by the many costs associated with running a business—among them, taxes, health care, advertising, salaries, rent, supplies, and utilities. At JA BizTown, business teams will apply for a business loan to cover these costs initially. Then, employees will seek to pay off the loan before returning to school. Citizens learned that a promissory note is a promise to repay a loan within a certain time period.

How will they pay off their loans? Most citizens will work in businesses that sell products (goods or services), so they will seek a selling price that can generate enough revenue to pay off the loans and allow for a profit. Sometimes it works, and sometimes it doesn't. That is the heart of experiential-learning simulations such as JA BizTown. Students make choices and are able to live out the consequences in a safe environment. Be sure to ask your student if his or her business repaid its loan on time!

BizTalk!

Ask what “Check It Out!” means.

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Ask about your child's job responsibilities.

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Ask about the advertisement your child's team created, and share some of your favorite ads and slogans.