

## Sam Swope JA BizTown™

is located inside the James W. Robinson Junior Achievement Center for Freedom of Enterprise, a 26,000-square-foot facility located at 1401 West Muhammad Ali Blvd. BizTown™ hosts up to 12,000 students annually.

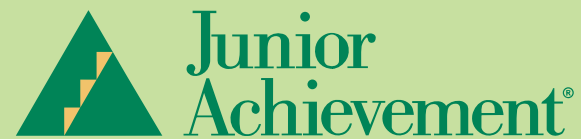
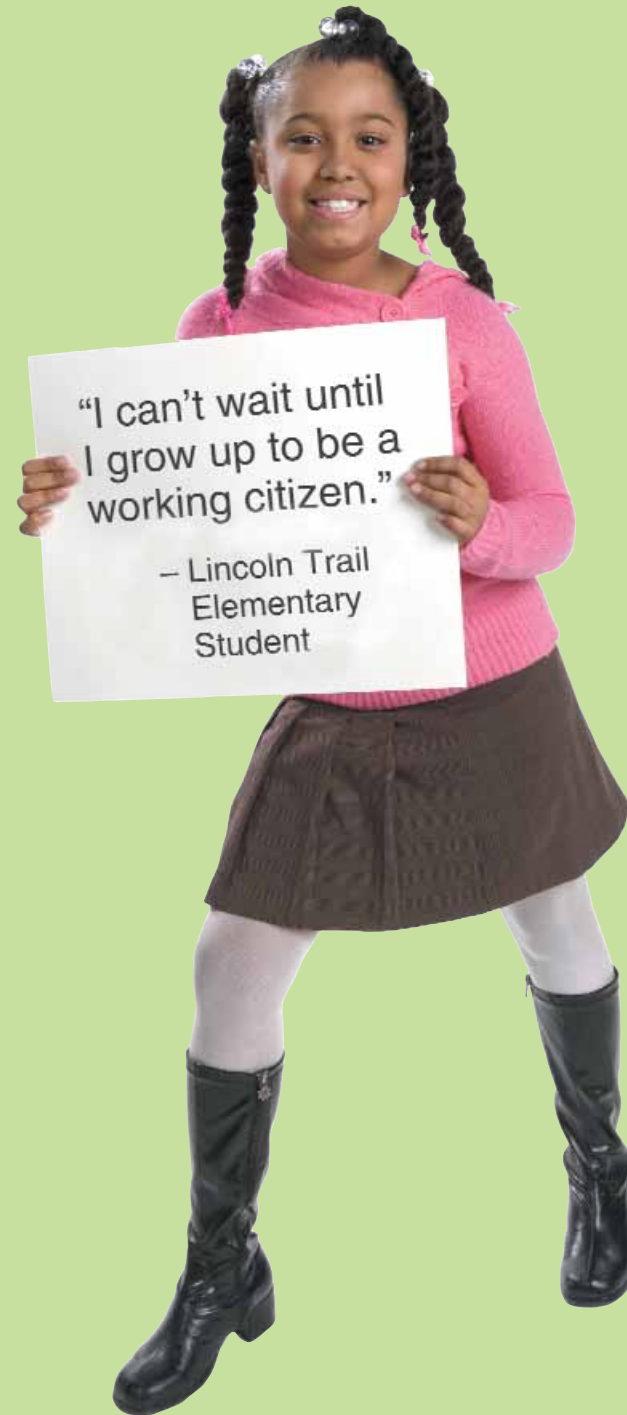
JA BizTown™ serves upper elementary classrooms from public, private and parochial schools throughout Kentuckiana.

Fifteen businesses operate in BizTown™ including a bank, City Hall, delivery center, newspaper, radio station, realty office, restaurant, three retail businesses, print shop, supply center, TV-Technology station, utilities center and a wellness center.

Students discover the real-life opportunities available in the free enterprise system, as they become business operators, taxpayers and consumers in Sam Swope JA BizTown™.

Curriculum is designed to correlate to Kentucky's Core Content for Assessment in Math, Social Studies, Practical Living, and Indiana's Academic Standards.

Junior Achievement of Kentuckiana strives to reach every student four times in his or her school career. For more information about JA's programs, call 502-561-KIDS or visit our website at [www.jaky.org](http://www.jaky.org).



**James W. Robinson Junior Achievement  
Center for Freedom of Enterprise**

1401 W. Muhammad Ali Blvd.

Louisville, KY 40203

502.561.KIDS

[www.jaky.org](http://www.jaky.org)

Be sure to visit **"Fun Stuff"** on the Junior Achievement website!

**TEACHING KIDS THE ECONOMICS OF LIFE**

**Credits:**

Concept,  
Plaschke Design Group;  
Photography,  
Bryan Moberly

Printed by  
Publishers Printing Co.

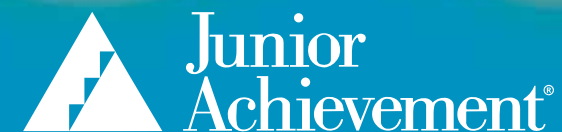
## Sam Swope JA BizTown™

by noon, he'll have a marketing  
plan, open his own business,  
and pay the employees

not bad for an 11-year-old



brought to you by





## What is Sam Swope JA BizTown™?



- ▶ An entrepreneur seeking venture capital, paying taxes and meeting payroll.
- ▶ Employees at the local print shop setting prices for merchandise.
- ▶ Reporters hustling to meet story deadlines for the daily newspaper.
- ▶ Friends on a shopping spree spending their hard-earned paychecks.

This is Junior Achievement's Sam Swope BizTown™, and these hard-working citizens are students putting their classroom learning to work as they practice decision making and learn about leadership and teamwork.

" Junior Achievement's program not only mirrors the community in which our students live, it reflects the goals and aspirations we have for our children, those who will direct the affairs of our tomorrows. "

— Dixon Romney  
Clarksville Middle School Teacher

## Core Content Areas & Academic Standards

### ENGLISH/LANGUAGE ARTS

- Reading Comprehension
- Writing Processes
- Writing Applications
- Listening & Speaking Skills
- English Language Conventions

### MATHEMATICS

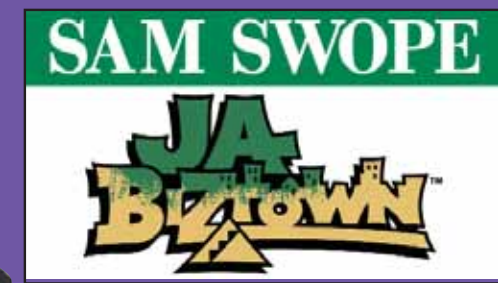
- Computation
- Data Analysis & Probability
- Problem Solving
- Number Sense
- Measurement

### PRACTICAL LIVING

- Budgeting
- Career Goals
- Consumerism
- Vocational Studies

### SOCIAL STUDIES

- Civics & Government
- Economics
- Geography
- Individual, Society, Culture



Teaching kids  
the economics  
of life ...

### TEACHER & VOLUNTEER PREPARATION

- Curriculum & Materials Provided
- Training Workshop at the JA Center
- JA Staff Support

### STUDENT PREPARATION – CLASSROOM CURRICULUM

- **Economic Concepts Introduced:** Entrepreneurship; Producers and Consumers; Supply and Demand; and Taxes
- **Banking Concepts Learned:** Check writing; Deposits; Wage earners; Spending; Saving
- **Preparation for Citizenship:** Apply for jobs; Create resume; Job interviews (students know their job position prior to the day at BizTown™); Create business plan; Business group meetings to discuss loans, expenses and marketing

### EVALUATION

- Teachers, Volunteers and Students provide Feedback
- Follow-up Curriculum provided for Students to reflect on their experience

## A Typical Day at Sam Swope JA BizTown™

Specific times listed are an example.

Start times will vary depending on school's arrival time.

9:30 a.m.

**Welcome and Orientation**

9:45 - 11:00

**Business Start-up –**

Set up for loans, discussion of marketing plans and open for business

11:00 - 11:15

**Town Hall Meeting –**

Each business presents its products and services to the Town's citizens

11:15 - 12:30

**Lunch Break –** Employees receive and deposit checks, citizens take lunch breaks in three groups

12:30 - 12:40

**Business Meetings –**

Teams discuss the progress of their business

12:40 - 2:00

**Breaks – Shopping –** Employees deposit checks and shop in three groups

2:00 - 2:15

**Clean Up and Final Staff Meeting**

2:15 p.m.

**Town Meeting –** Wrap-up of the day, citizens discuss achievements and challenges

