



Virtual JA BizTown Adventures

Junior Achievement of Utah is pleased to announce the launch of JA BizTown Adventures, a fully online self-guided experience. This program brings the topics and skills learned in JA City straight to the students, whether in the classroom or online.

Program Overview

Virtual JA BizTown Adventures introduces students to a small-scale economy and community. Within the virtual platform, students embark on an individual adventure where they select their business and complete five job roles: CEO, CFO, Marketing Director, Sales Manager, and Consumer. The simulation walks the students through a variety of scenarios and exercises related to their company and job selection. Lessons learned include careers within businesses, business expenses, marketing, and customer service. Students explore budgeting and career development on an individual level.

Who has access to JA BizTown Adventures?

All fifth-grade classrooms that elected to participate in the JA BizTown program during the 2020-2021 school year will be given the option to participate in the virtual program. In addition, we will have the opportunity to expand our programs to include schools currently on the waiting list and outside our existing service area.

How do students participate?

JA of Utah will provide program resources and links to the virtual site to schools and educators that will be shared with students. Students will follow the link and self-register on the website. Once registered, students will complete a self-guided preparation curriculum before entering the online scenario. JA of Utah and educators will be able to track their students' progress and completed experiences in the program.

