

Our Nation

Description	Key Learning Objectives	Social Studies	Language Arts	Mathematics
<p>Activity One: Three Forms of Business Students learn what business is and how it has developed throughout U.S. history. They study the common forms of business organization in the United States today.</p>	<p>Objectives: The students will: -define business and other key business terms -describe the development of business in the United States -identify the three common forms of business organization Concepts: advantage, business, corporation, disadvantage, franchise, good, nation, partnership, product, profit, service, sole proprietorship, stock, stockholder Skills: brainstorming, formulating a plan, role playing</p>	2, 3, 13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	
<p>Activity Two: Business Resources Students learn about the importance of resources to a business, particularly human resources. They discover the factors that influence one's ability to obtain work, and they practice interviewing skills.</p>	<p>Objectives: The students will: -identify resources as natural, human, and capital -list qualities employers look for in their employees -recognize the steps necessary to get a job -compare and contrast a good interview with a bad interview Concepts: business, career, employee, entrepreneur, job, manager, resources, salary Skills: building self-esteem, conducting interviews, making decisions, teamwork</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	
<p>Activity Three: Production Students are introduced to three methods of production and demonstrate two of them by constructing pens. They develop an understanding of how different production strategies affect productivity, product quality, and profit.</p>	<p>Objectives: The students will: -compare advantages and disadvantages of unit, mass, and batch production methods -simulate unit and mass production methods -recognize the importance of high rates, productivity, and high quality standards to the success of a business Concepts: product; productivity; profit; quality; unit, mass, and batch production Skills: assembling products, following directions, making observations, teamwork</p>	13, 14, 15	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a 4.2 a, b 4.3 a, b	1.1 a 1.2 a 2.2 a 4.2 a

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<p>Activity Four: Advertising Students learn about the importance of advertising. They evaluate how advertisements are targeted to specific audiences.</p>	<p>Objectives: The students will: -understand why businesses advertise -identify the different types of advertisements Concepts: advertising, advertising techniques, competition, marketing, similar vs. different Skills: interpreting, conceptualizing, and designing advertisements; teamwork</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a, c 3.2 a-c, f 4.2 a, b 4.3 a-c	
<p>Activity Five: Entrepreneurs Students become entrepreneurs and formulate a business plan for their new business.</p>	<p>Objectives: The students will: -identify the four Ps of marketing -list the key elements of a business plan -develop a plan for a business that provides either a good or a service Concepts: business plan, competition, entrepreneur, four P s' of marketing, marketing Skills: brainstorming, listening critically, giving reports, teamwork</p>	13, 14	1.1 a-f 1.2 a-f 1.3 a, c-e 1.4 a, b 3.1 a, c 3.2 a-c, f 4.2 a, b 4.3 a-c	