

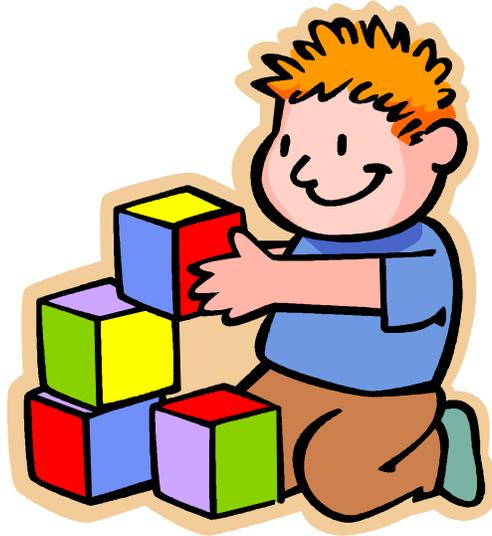
# **Building Our Community: One Business at a Time Career Acquisition (Grade 4)**

Classroom Teacher

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Business Partner

Divonna Stebick, Co-Founder of Enlightened Learning Center



## **Career and Work Education Standards**

- 13.1.3A- Recognize that individuals have unique interests.
- 13.1.3B- Identify current personal interests.
- 13.1.3C- Recognize that the roles of individuals at home, in the workplace and in the community are constantly changing.
- 13.1.3D- Identify the range of jobs available in the community.
- 13.1.3F - Explore how people prepare for careers.
- 13.1.3H- Explain how workers in their careers use what is learned in the classroom.
- 13.2.3A- Discuss resources available in researching job opportunities, such as, but not limited to: Internet, Magazines, and Newspapers.
- 13.2.3C- Compose a personal letter.
- 13.2.3D- Identify the importance of developing a plan for the future.
- 13.2.3E- Discuss the importance of the essential workplace skills.
- 13.3.3A- Identify attitudes and work habits that contribute to success at home and school.
- 13.3.3G- Define and describe the importance of lifelong learning.
- 13.4.3A- Define entrepreneurship.
- 13.4.3B- Describe the character traits of successful entrepreneurs.

**Name:** Erin Amoss

**Building:** Manheim

**Grade:** 4    **Subject:** Social Studies

**LESSON TOPIC: BUILDING A BUSINESS**

**Essential Question:** What elements are necessary to start and maintain a successful business?

**What do students need to learn to be able to answer the essential question?**

**AP#1:** What is the difference between a good or service?

**AP#2:** How do businesses reach a community?

**Activating Strategy:** As a class, generate questions that you have about what it takes to start and maintain a business (these questions will be used in another lesson with our business partner).

**Key Vocabulary:** good, service, advertisement

**Teaching Strategies:** whole class, pair-share

**Graphic Organizer:**

**Table:** complete a web with various businesses in our community and whether they offer a good or service

**T-Chart:** complete a t-chart with examples and non-examples of ways to promote a business

**Instruction:** The teacher will ask students to think about some of the local businesses in our community. The teacher will generate a list of them on the board. The teacher will ask students what they have in common (they all provide something for the community). The teacher will define good and service. The teacher will have several students draw a slip of paper. The student will read the name of the business and determine whether it offers a good or service.

**AP#1:** Students will think of three local businesses and determine whether they offer a good or a service. Students will also consider what has helped to make those businesses so successful.

**Instruction:** The teacher will have students share one of the businesses with a partner. They will think about whether or not the business offers a good or a service. The students will also think about the qualities that a successful business has. The teacher will ask several students to share out some of the commonalities they noticed for what makes these businesses so successful. The teacher will ask students to talk about some of their favorite places or stores. Students will explain why they like that place or store, giving specific reasons. The teacher will talk

about coupons, discounts, advertisements, community outreach programs, open houses, etc. that might foster a positive relationship in the community.

**AP#2:** The teacher will have students work in partners to complete a T-chart for examples and non-examples for ways that businesses could promote their goods or services.

**Assignment:** Considering all of the important elements in creating a business, students will start to generate an idea for a business in one of the regions they researched. They will think about whether they want to offer a good or a service and how they might reach people within that community.

**Summarizing Strategy:** Exit slip-What are three things a successful business owner needs to consider?

## **Brief Bios:**

**Erin Amoss** - Graduated from Shippensburg University in 2006 with her B.S. in Elementary Education. She obtained her Masters from McDaniel College as a Reading Specialist in 2012. This is Erin's seventh year teaching in the South Western School District where she currently teaches fourth grade at Manheim Elementary. Besides teaching, Erin enjoys the great outdoors, cooking, and spending time with family and friends.

**Divonna Stebick** - Graduated from Indiana University of Pennsylvania in 1995 with her B.S. in Elementary Education. She obtained her Masters from McDaniel College as a Reading Specialist in 2001 and her Ph.D. from Union Institute & University in 2009 in Special Education and Literacy policy. Divonna currently volunteers as the Education Director at Enlightened Learning Center and is an Assistant Professor in Gettysburg College's Education Department. Prior to her career in higher education, Divonna taught in public education in Pittsburgh, PA and Carroll County, MD. Besides her passion for learning and teaching, Divonna loves running, reading, baking, hiking, and spending time with her two sons, Jarrod & Jonathan. Divonna lives in Hanover with her husband, Tim, who also volunteers at Enlightened Learning Center.

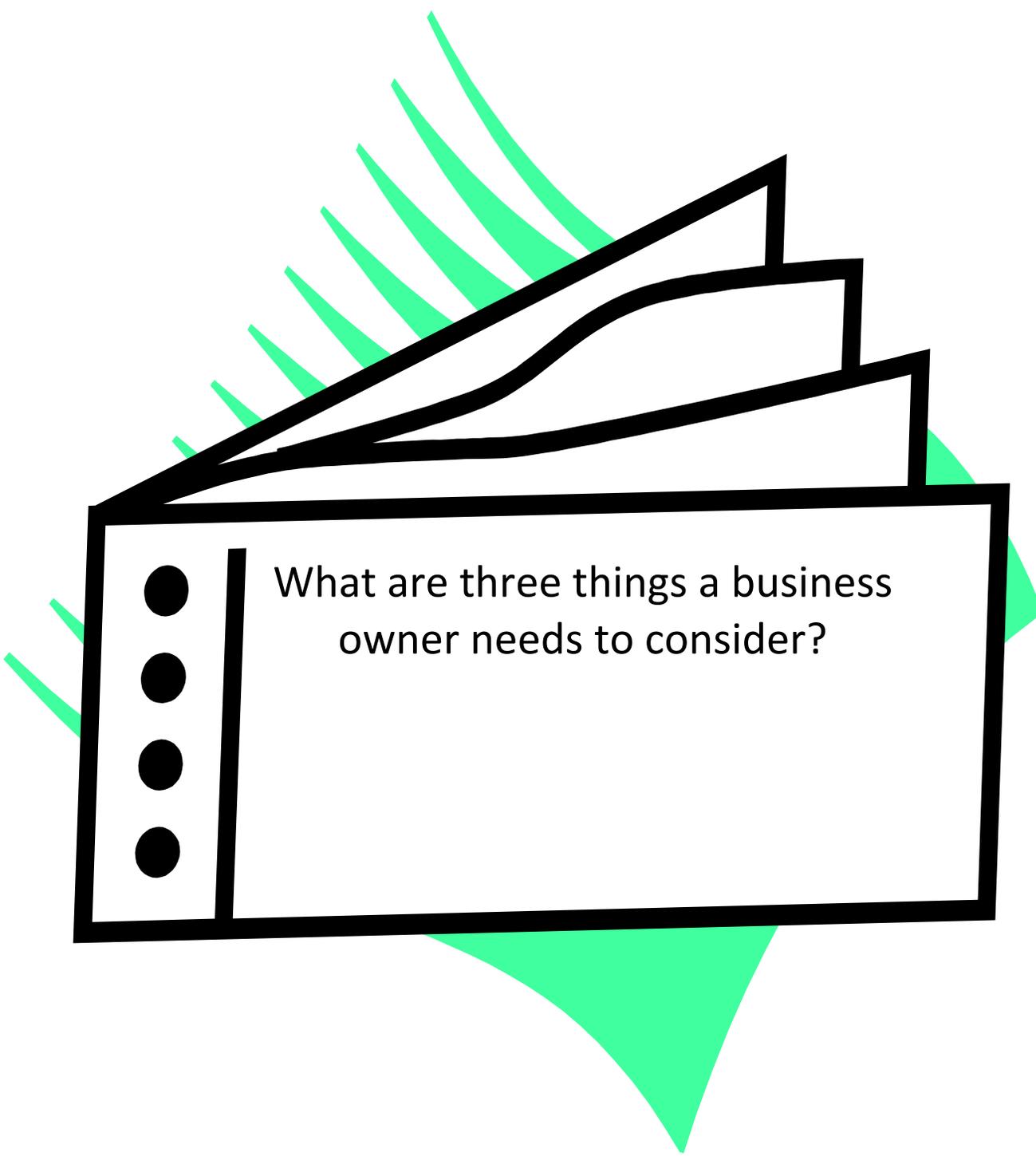
# Let's Get Down to Business

Think about three local businesses. Tell whether they offer a service or a good. Then think about why this business is so successful in our community.

<b>Choose a business</b>	<b>Service or good?</b>	<b>Why have they been successful?</b>

Name: \_\_\_\_\_



A graphic featuring a stack of three white papers with black outlines, fanned out from the top left. Behind the papers are several curved, green lines radiating upwards. A large, white speech bubble with a black border is positioned in the foreground, overlapping the papers. Inside the speech bubble, on the left side, are four black circles arranged vertically, with a vertical line to their right. To the right of these circles is the text: 

What are three things a business owner needs to consider?

# Ways to Promote a Business

## Examples

- Advertise

## Non-Examples

- Give bad customer service

