

Name _____

Date _____

ECONOMICS

Fourth Grade

Subject:	Economics
Concept:	The student understands the characteristics and benefits of the free enterprise system in the United States.
Grade Level:	Fourth Grade
Objective:	The student creates an idea for a new business and the benefits of that business within the free enterprise system of the United States.
Materials:	notebook paper, construction paper, markers, colored pencils, scissors, pencils
Timeline:	one week
Instructional Procedures:	<ol style="list-style-type: none">1. Teacher organizes the class into four groups: each group will work together to create a new business concept. The group will need to identify and describe the type of service and/or product that will be offered, the cost[s] of the service and/or product, the type of customer that would be interested in the business [customer profile of a typical customer], the benefits of buying their particular service and/or product, the name of the business, pretend phone number and web site address.2. The group will create and design a brochure to advertise their business using construction paper and markers/color pencils.3. The information listed in #1 above will need to be printed on one sheet of notebook paper and turned in with the business brochure.4. Each group will present their business concept to the class.5. Lastly, each student will submit a separate/individual 3-paragraph essay about the benefits of the free enterprise system within the United States, specifically with respect to the freedoms enjoyed by managing your own business. Conversely, students will need to write about what it would be like to live in a country where people could not own/operate their own businesses. The teacher can use a rubric to grade the essays with a focus on grammar/punctuation, creativity/original thought, content [key economic concepts/vocabulary] and organization.
Integrated Curriculum:	English/Language Arts
Assessment:	Ability and participation to work within a group/team building skills, Completion of business information as noted in #1 above, completion of Business brochure, completion of 3-paragraph essay graded by a rubric, Presentation of new business concept as a group to the class