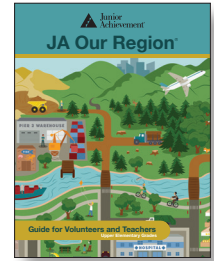




# JA Our Region®

## Program Overview | July 2016



*JA Our Region* introduces fourth-grade students to the intersection of **entrepreneurship** and upper elementary grades social studies learning objectives. Through hands-on classroom activities, the program provides students with a practical approach to starting a business. *JA Our Region* is volunteer taught and kit-based. There are five 45-minute sessions, with additional extended learning activities offered throughout.

| Session  | Overview Students...   | Objective/Goals Students will be able to...   | Activities/Components Students...  |
|--|--|---|--|
| <b>SESSION ONE</b><br>Be an Entrepreneur                 | Explore well-known businesses, their origins, and the traits common to the entrepreneurs who started them.   | <ul style="list-style-type: none"> <li>Recognize the impact entrepreneurs have on a region.</li> <li>Apply traits that are common to successful entrepreneurs to their own skills and abilities.</li> </ul>   | <ul style="list-style-type: none"> <li>Match entrepreneurs to their businesses.</li> <li>Identify their business-success traits using the My Entrepreneur Traits Card.</li> </ul>                              |
| <b>SESSION TWO</b><br>Resources: Tools for Entrepreneurs | Are introduced to resources and how entrepreneurs use resources to offer products and services in a region.  | <ul style="list-style-type: none"> <li>Define natural, human, and capital resources.</li> <li>Describe how products and services use resources.</li> </ul>  | <ul style="list-style-type: none"> <li>Use the information on the Our Resources Cards to create new businesses.</li> <li>Record their work using the JA Our Region Flier.</li> </ul>                           |
| <b>SESSION THREE</b><br>Hot Dog Stand Game               | Learn the fundamental tasks performed by a business owner.   | <ul style="list-style-type: none"> <li>Track the revenue and expenses of a business.</li> <li>Identify the fundamental tasks required to run a business.</li> <li>Explain the importance of keeping an accurate account of a business's financial information.</li> </ul> | <ul style="list-style-type: none"> <li>Use a game board to discover the tasks of running a hot dog stand business.</li> <li>Track their revenue and expenses using the Hot Dog Stand Money Tracker.</li> </ul> |
| <b>SESSION FOUR</b><br>Entrepreneurs Solve Problems      | Journey through the complex world of business problem solving by weighing potential risks and rewards and tracking the outcome of their decisions. | <ul style="list-style-type: none"> <li>Demonstrate the problem-solving process.</li> <li>Identify the potential risks and rewards in making business decisions.</li> </ul>  | <ul style="list-style-type: none"> <li>Brainstorm a solution to a supply problem.</li> <li>Open and close a paper catcher to determine the price, advertising, and supply for a new business.</li> </ul>       |
| <b>SESSION FIVE</b><br>Entrepreneurs Go Global           | Demonstrate the supply chain through a hands-on manufacturing and trade experience.  | <ul style="list-style-type: none"> <li>Apply the supply chain to a manufacturing example.</li> <li>Explain how resource providers, businesses, and consumers are interdependent.</li> </ul>   | <ul style="list-style-type: none"> <li>Use a sticker sheet to "build" a computer by gathering parts from around the world. Because of a supply shortage, one part proves hard to get.</li> </ul>               |

### Concepts:

Advertising, business fundamentals, capital resources, entrepreneur, entrepreneur characteristics, expense, finance tracking, goods and services, human resources, innovation, interdependence, loss, manufacturing, natural resources, price, products, profit, region, resources, revenue, risk and reward, services, supply, supply chain, trade, traits, transportation

### Skills:

Analyzing a diagram, analyzing information, assembling parts, categorizing data, cooperative trading, decision making, evaluating alternatives, following directions, mathematics, oral and written communication, presenting information, problem solving, reading for understanding, working in pairs, working in groups

## Vocabulary

**Advertising** persuading customers to buy a product or service

**Business** An organization that makes a product or performs a service that is sold to people, other businesses, and the government

**Capital Resources** buildings, tools, and machines that businesses use

**Customer** a person who buys something

**Economy** the combined effect of products, goods, services, and resources sold and bought

**Entrepreneur** a person who uses resources to start a business

**Expense** money spent for something

**Goods** items that can be bought or sold

**Human Resources** people who do the work that businesses need

**Innovation** a new device or a new way of doing something

**Interdependence** when individuals or groups depend on one another

**Invent** to make or think of something that did not exist before

**Loss** when a business pays more in expenses than it makes in sales

**Natural Resources** things that occur naturally, such as air, water, minerals, and trees

**Price** the amount charged for a product or a service

**Profit** when a business makes more money in sales than it spends in expenses

**Region** a geographic area, place or space

**Resource** something that is used to produce a good or service

**Revenue** money earned from sales

**Reward** what is gained from making a decision

**Risk** the chance of loss or failure

**Service** work done for others, such as haircuts or car repairs

**Supplier** someone whose business it is to supply a service or a good to other businesses

**Supply** the amount of a good or service that is available for sale

**Supply chain** the system of changing resources into goods or services and getting them to the buyer

**Trait** having a special quality or characteristic