

Central NC JA - Elementary Program

Our Nation

It's all about U.S. business. In this in-depth and action-packed program, students role play business ownership, interview for jobs, produce a product using different methods of production, create product advertisements, and conduct an annual stockholders' meeting. [Lesson Plan details.](#)



Our Nation Skills

Assembling products · Critical thinking · Drawing conclusions · Formulating a plan · Giving reports · Interviewing · Listening · Making observations · Role playing · Teamwork

Concepts

Advantages · Advertising · Careers · Corporations · Division of labor · Goods · Market · Partnerships · Prices · Products · Production · Productivity · Profit · Resources · Services · Specialization · Stock

Our Nation Lesson Plan

The Lesson Plan for *Our Nation* is designed to provide practical information about business operations and economic issues in the United States. The learning objectives listed beside each activity state the skills and knowledge the students will gain.

Activity One: Organization

The students discover the common forms of business organization in the United States. They discuss the variety of resources necessary for business operations.

Key Learning Objectives

The students will:

- identify the three common forms of business organization
- give examples of the natural, human, and capital resources needed to start a business

Activity Two: Human Resources

The students learn about the importance of human resources to a business. They discover the factors that influence one's ability to obtain work, and they practice interviewing skills.

Key Learning Objectives

The students will:

- list qualities employers look for in their employees
- recognize the steps necessary to get a job

Activity Three: Production

The students use three different strategies to make pens. They develop an understanding of how different production strategies affect productivity and profits.

Key Learning Objectives

The students will:

- compare unit, mass, and batch production methods
- recognize the importance of productivity

Activity Four: Advertising

The students learn about the importance of advertising. They evaluate how advertisements are targeted to specific audiences.

Key Learning Objectives

The students will:

- explain why businesses advertise
- recognize the importance of productivity

Activity Five: Annual Meeting

The students will present the results of their business plans before an annual meeting of stockholders.

Key Learning Objectives

The students will:

- assume responsibility for stockholders' meeting
- demonstrate their knowledge of business operations
- evaluate business plans