Unit 1: Businesses and Stores

Content Area: **Gifted and Talented**
Course(s): **Gifted and Talented**
Time Period: **Week 1**
Length: **9 Weeks**
Status: **Published**

Unit Overview

In this unit, students will learn about and reflect upon places that they go to nearly every day, stores. Students will think about the different types of stores, including the differences between small businesses and chain stores, specialty stores and department or wholesale stores, and the difference in pricing among these different varieties. Students will consider the availability of different products in different areas as well as the factors that business owners consider when setting up their stores.

Standards

SOC.K-4.6.1.4.C.1	Apply opportunity cost to evaluate individuals' decisions, including ones made in their communities.
SOC.K-4.6.1.4.C.2	Distinguish between needs and wants and explain how scarcity and choice influence decisions made by individuals, communities, and nations.
SOC.K-4.6.1.4.C.3	Explain why incentives vary between and among producers and consumers.
SOC.K-4.6.1.4.C.4	Describe how supply and demand influence price and output of products.
SOC.K-4.6.1.4.C.5	Explain the role of specialization in the production and exchange of goods and services.
SOC.K-4.6.1.4.C.6	Describe the role and relationship among households, businesses, laborers, and governments within the economic system.
SOC.K-4.6.1.4.C.9	Compare and contrast how access to and use of resources affects people across the world differently.
SOC.K-4.6.1.4.C.10	Explain the role of money, savings, debt, and investment in individuals' lives.
SOC.K-4.6.1.4.C.13	Determine the qualities of entrepreneurs in a capitalistic society.
SOC.K-4.6.1.4.C.14	Compare different regions of New Jersey to determine the role that geography, natural resources, climate, transportation, technology, and/or the labor force have played in economic opportunities.

Essential Questions

- Why are there different types of stores?
- How do the availability of goods affect prices?
- How does the design of the interior of the store affect the shopping experience?

Application of Knowledge and Skills...

Students will know that...

- Malls and shopping centers have a wide variety of stores in close proximity.
- Specialty stores cater to a particular type of product, whereas department or wholesale stores sell a wide variety of products.
- The interior design and organization of goods in a store can make the shopping experience easier or more difficult on a shopper.
- The same product may be priced differently in different types of stores.

Students will be able to...

- Compare and contrast different types of stores.
- Critique the difference in pricing of goods based on the type of store.
- Formulate ideas on ways to improve a store based on the layout.
- Map the availability of products in different areas.

Assessments

- Map a Mall Summative: Other visual assessments Using a strip mall or full-size shopping mall, students map out the types of products that are available. Once their map is created, students will evaluate the mall based upon the types of products that may be missing and the types of products of which there may be too many or too few. They will respond to the question, "Why is product diversity important in a mall?"
- Brainstorm Diagnostic: Self Assessment What things do you use everyday? From where do you get these things?
- What Is in a Store? Formative: Other visual assessments Students map the interior of a store. When designing their maps, students should consider: Where are the checkout lines located? How is the merchandise organized? Where should the entrances and exits be located? Where are the bathrooms? How many people are working there at different times throughout the day/evening?
- Where Can I Buy That? Formative: Other written assessments Create a list of a several different products, such as bananas, shampoo, a notebook, a cell phone. Using personal experiences, circulars, or online research, have students consider all of the possible places where they could buy each of the items. Students report on the type of store in which they would shop for the each item. For example, to purchase bananas, one might visit a small convenience store, a grocery store, or a farmers' market. Students also consider the difference in pricing at each of these different venues.

Activities

- Brainstorm products and stores available in the area.
- Visit a mall or shopping center.
- Visit different types of stores.
- Map the interior of a store to investigate the reasoning behind the organization.
- Brainstorm lists of different places to buy the same product.
- Utilize store circulars for product pricing.
- Compare and contrast the prices of the same product at different stores.
- Create a map of a mall or shopping center and assess the availability of products at that location.

Activities to Differentiate Instruction

- Mapping activities appeal to visual learners. Some students may choose to write a detailed description of the area, or build a 3-D model.
- A graphic organizer will help students organize their pricing and will facilitate their ability to compare prices.
- If students have difficulty recording information from circulars, they may cut out the pictures and pricing information and paste them onto a chart.

Integrated/Cross-Disciplinary Instruction

- Math: the comparison of numbers in pricing.
- Social Studies: map skills
- Art: drawings

Resources

- Online store circulars: http://www.sundaysaver.com/

Online Store Circulars