



## OUR BUSINESS WORLD

## GRADE 5

Our Business World - is a fun and interactive, hands-on program that uses trained volunteer business professionals to introduce Grade 5 students to the key concepts of starting and running a successful business. The one day curriculum enhancing program allows students to:

- acquire knowledge and understanding of business concepts and practices
- use critical and creative thinking skills
- communicate understanding of business concepts through group discussion and role playing
- apply and express acquired business knowledge in oral, visual and written forms

### Program Content

**ORGANIZATION:** Students explore the wide variety of skills and resources that are necessary to start a business and the common forms of organizations found in Canada.

**MANAGEMENT:** Students learn about the responsibilities of business managers; decision-making; the hiring of employees; how to identify the skills and attributes of successful job applicants. Students also conduct mock job interviews.

**PRODUCTION:** In a hands-on production exercise that introduces the concepts “productivity” and “division of labour”, students develop an understanding of different production strategies and the effect of management decisions on productivity.

**MARKETING:** Building on their growing knowledge of business practices, students explore marketing, pricing, and advertising strategies and design advertisements for print, radio or television.

### Student Benefits

- supports critical thinking and problem solving skills
- connects students to real world issues
- business volunteers provide positive role models and opportunities to discuss future career options

### Teachers Role

- teachers **must** remain in the classroom for the entire day
- student and class behaviour management
- support students completing program evaluation
- completion of teacher evaluation