



CEW – Student Evidence

JA Our Region , Session Two

4th Grade

CEW Academic Standard: 13. 4.5 C

Name: _____ Date: _____

Today you worked in groups to start a business. We talked about resources needed to start your business and where they can be found. After determining a business, you worked on how you could market or advertise your business.

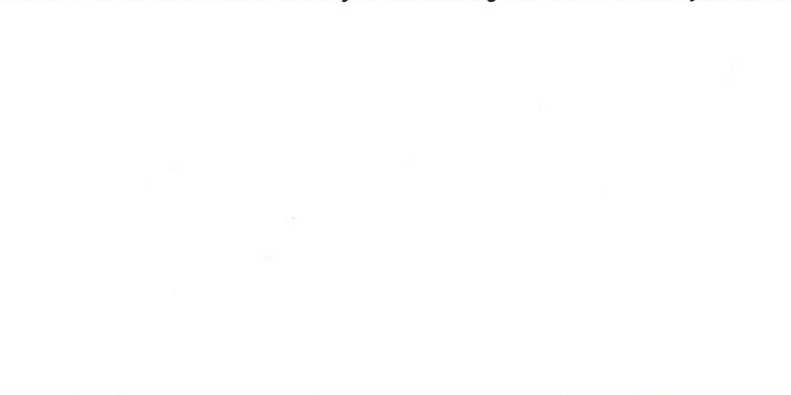
What did you discover about what you can do as a business owner to bring your goods or services to the market? How will this help you in your future?

JA Our Region Flier

Name _____

JA Our Region is a Junior Achievement program designed to show you how regions contain resources and how entrepreneurs use those resources to make and sell the goods and services people need and want.

Box 1: What businesses could you start using the resources on your card?



Box 2: Brainstorm possible names for your new business.



Box 3: Think of ways you could advertise your business to the community. On the back of your flier, draw a picture of your advertisement, or create a song, slogan, or Web page.



Vocabulary to Know



Entrepreneur

A person who uses resources to start a business



Region

Any geographic area, place, or space



Resource

Something that is used to produce a good or service



Capital resources

Buildings, tools, machines, and money that businesses use



Human resources

People who do the work that businesses need



Natural resources

Things that occur naturally, such as air, water, minerals, and trees



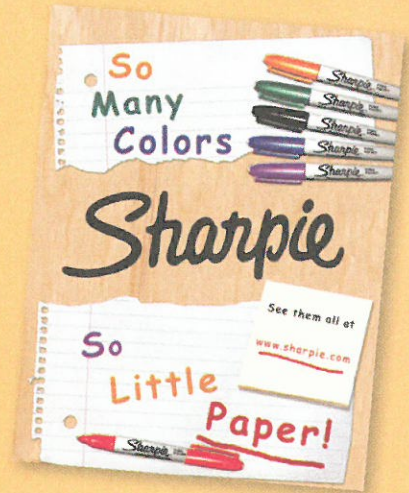
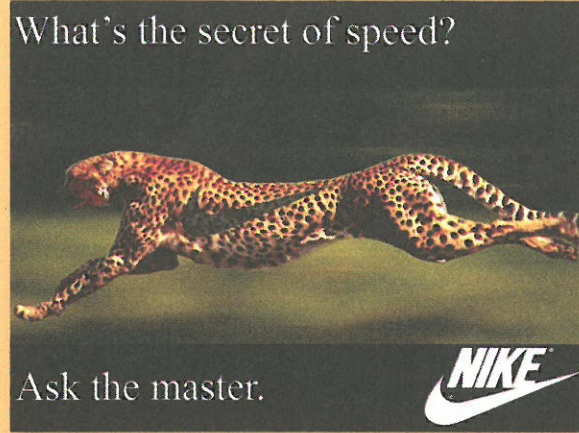
Goods

Items that can be bought or sold



Services

Work done for others, such as haircuts or car repairs



Advertise Your Business

Draw your advertisement here. You also can create a song, slogan, or Web page design.

Find out more about Junior Achievement at www.ja.org