

## Unit 1: Introduction to Business Concepts

### STEELS Standards:

- **1.1.9.B:** Identify community roles and jobs (Social Skills)
- **2.1.9.A:** Communicate for a variety of purposes (English Language)
- **5.1.9.A:** Demonstrate appropriate interpersonal skills (Social Skills)
- **Employment Skills:** Understanding workplace roles and responsibilities

### PA Alternative Standards:

- **1.1.9.B:** Identify community roles/job types
- **5.1.9.A:** Demonstrate interpersonal skills through role-play
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### Objectives:

- Define what a business is and identify types of businesses.
- Recognize different roles in a business.

### Activities:

- Interactive discussion with visuals on types of businesses (retail, service, manufacturing)
- Define roles in a business
- Create a simple poster showing business types. Use Type of Business Poster Template

### Assessment:

- Student matching activity: match business types with correct descriptions.
- Oral quiz where students describe a business role.

## Introduction to Business Types Visual

### Teacher:

"Hello class! Today, we are going to learn about three types of businesses. These are places where people work and help others by selling things or services."

### [Show Visual: Types of Businesses]

"Look at these pictures. The first one shows a store with many things to buy. This is a *retail* business. Retail means selling products directly to customers. Can you say 'retail'?"

*[Pause — encourage students to say "retail"]*

"Great! The second picture shows a person giving a haircut. This is a *service* business. Service businesses help people by doing jobs or providing help. Can you say 'service'?"

*[Pause — encourage students to say "service"]*

"The last picture shows machines making things. This is a *manufacturing* business. Manufacturing means making products to sell. Can you say 'manufacturing'?"

*[Pause — encourage students to say "manufacturing"]*

## Match Business Types with Descriptions

### Teacher:

"Now, let's match these business types with their descriptions. I will read the description, and you tell me which type it is."

### [Show Images from "Name the Type of Business" PDF]

- "First: 'Sells products directly to customers.' Which one is this?"  
*[Wait for answer — guide to 'Retail']*
- "Good! Retail sells products."
- "Next: 'Provides services instead of products.' Which one is this?"  
*[Wait for answer — guide to 'Service']*
- "Yes! Service businesses help people."
- "Last: 'Makes products to sell.' Which one is this?"  
*[Wait for answer — guide to 'Manufacturing']*
- "Perfect! Manufacturing businesses make products."

Repeat showing different businesses to reinforce the concept.

Teacher: (Print a copy of [Type of Business Poster](#) for each student and provide scissors and glue stick)

"Let's see if you can identify the three types of businesses"

[[Provide Types of Business Poster](#)] Allow students to complete the poster independently

Allow students to share their poster with the class.

Quiz: [Which Type of Business](#)

## Introduce Business Roles

Teacher:

"Let's also learn about people who work in businesses. Here are three roles."

[Show Visual: [Business Roles](#)]

- "The *Owner* (point to ) runs and makes decisions for the business."
- "The *Manager* (point to ) organizes workers and tasks."
- "The *Customer* (point to ) buys products or services."

"Can you say Owner, Manager, Customer?"

[Pause for repetition]

## Match Roles with Descriptions [Activity](#)

Teacher:

"Look at the pictures and names again. Let's match these roles to what they do."

- "Owner: Who runs the business and makes decisions."
- "Manager: Who organizes workers and tasks."
- "Customer: Who buys products or services."

## Practice Saying the Roles and Business Types

Teacher:

"Let's say the business types and roles together."

"Retail, Service, Manufacturing."

"Owner, Manager, Customer."

## Summary

Teacher:

"This week we learned about three types of businesses: *retail*, *service*, and *manufacturing*."

"We also learned about business roles: *Owner*, *Manager*, and *Customer*."

"You did great practicing talking like people in a business!"

Wrap Up:

As you introduce the different types of businesses and explain the various roles within them, students will start to build a clear understanding of how businesses work. This foundation will be valuable as they begin developing their own print shop. Over the coming weeks, students will explore the details of specific roles they might want to take on as the plan for the print shop comes together.