

# Business As Usual

## Summary

Utah provides a wide variety of employment opportunities. Students will discuss jobs and ways in which communities benefit and support businesses.

## Time Frame

2 class periods of 45 minutes each

## Materials

- Copies of the newspaper classifieds/want ads.
- Worksheet "[Looking for a Job in Utah](#)" (pdf)
- Copies of the local phone book (Yellow Pages)

## Background for Teachers

### Enduring Understanding

Students will understand that businesses are necessary to provide for the needs of citizens. Students will explore ways in which people make a living in Utah.

### Essential Questions

What businesses are needed by all cities and towns?

How do people earn money in your community?

### Objectives

Students will use the phone book and want ads to research local job opportunities.

Students will interview a business owner to learn how a local business is organized, administered, and marketed.

Students will consider ways in which cities and towns market their community and will create a marketing brochure for their own community.

## Instructional Procedures

### Setting the Stage

Ask students if they have considered what job they might enjoy doing when they are adults. Ask students to list five jobs that they might enjoy and explain why the job sounds interesting.

Create an employment chart and have students list the jobs they mention.

### Activity: Where Do People Work in Your Community

Distribute "[Looking for a Job in Utah](#)" (pdf)

Place students in small groups and distribute the local phone book.

Ask students to consider each category listed in the "Looking for a Job in Utah" worksheet.

Assign students to use the Yellow Pages to identify at least three businesses or places of employment that fit under each category. For example: under transportation students might list Yellow Cab Taxi Service, Joe's Car Rental, and Steve's Car Body Repair Shop.

Share student lists and encourage them to add any other categories not listed on the handout.

### Activity: What Jobs are Available in Your Community?

Distribute want ads from a local newspaper.

Remind students of the several jobs they listed that they might enjoy doing some day and have them read the local want ads to see if those jobs are listed.

Ask students to find, copy, and share several interesting want ads with the class.

### Activity: Business Assignment - Select One

#### - Assignment 1 - Chamber of Commerce

Explain that most cities have a Chamber of Commerce. This organization helps and promotes local businesses. Local business men or women may join this organization to network, share ideas, and promote each other. Sometimes, the Chamber of Commerce will promote community activities and festivals. Students who accept this assignment will contact the Chamber of Commerce. They will ask for the names of several businesses that belong to the Chamber. Students will select one business person to interview about their job. Questions might include: How did you start your business? What is the most difficult aspect of your business? What is your advice for people wanting to start their own business? Students will write a short paper explaining the purpose of the Chamber and describe their interview with the business person.

#### Assignment 2 - Starting Your Own Business

Explain that students who accept this assignment will brainstorm community needs and describe businesses that meet those needs. They will describe what the business will offer, who will be employed at the business, and where the business will be located. Students may wish to interview a business person to get professional advice relating to these questions. Students will create a logo and an advertisement for their business.

#### Assignment 3 - Compare and Contrast Businesses throughout Utah

Explain that students who accept this assignment will use the Internet to explore the needs of various communities. They will observe the business, services, and tourist opportunities promoted by several Utah cities.

Students will extrapolate the employment needs of the community and write ads for the businesses located there. Students will include information on several Utah cities that provide background information about the community and its needs. This information will show why the community needs to hire specific employees and what skills those people will need.

#### Bibliography

This lesson plan is part of the Utah League of Cities and Towns [This Must be Utah! A Teacher's Guide to Utah Cities and Towns](#)

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