Internet Activity Presentation Planner Introduction to Business Chapter 1 Basic Economic Concepts

Wants and Needs

In Chapter 1, you learned that, "Whether you need to buy food for dinner or want a new bike, your wants and needs are usually satisfied by business." A business is any commercial activity that seeks a profit by providing something people want or need. Think about something that you feel is a need or a want that you have. Prepare and present a 10-minute talk about why you consider this item a need or a want, and how you would obtain it. Discuss the types of stores where it could be purchased and the average price.

Action Steps for Planning a Presentation

- 1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
- 2. Decide on a specific topic. Narrow your focus to a topic that interests you.
- **3.** Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you review your notes and write an outline of your presentation.
- 4. Plan and create visual aids.
- 5. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

Think about these facts and consider what effects other economic factors have on the people of the United States.

[begin bulleted list]

Purchasing power is the amount of goods and services your money can buy.

\$100 in 1980 had the same purchasing power as \$237.07 in 2005.

The Consumer Price Indexes (CPI) is a program that produces monthly data on changes in the prices paid by consumers for a representative amount of goods and services.

When McDonald's opened in 1955, a hamburger cost \$0.15.

You would need \$1.09 in 2005 dollars to purchase the same amount of goods \$0.15 bought in 1955.

[end bulleted list]

	do companies determine the selling price of a product?
	here regulations concerning pricing? much can the selling price change from store to store?
	affects the selling prices of basic needs such as food and oil?
	is the inflation rate calculated?
	bulleted list]
	~
1/2	Key Search Words
U ya	Ise these key words to search for Web sites that relate to your topic. List other key word ou uncover in your search. Take notes about what you find and review your notes later s you narrow your topic.
	conomic wants, economic needs, CPI, inflation, selling price, production costs
_	
_	
_	
V	Veb Sites
	Teep track of Web sites you use in your research so you can come back to them later an aclude them in your bibliography. List their URLs here.
_	
_	
_	

Think about these questions and how they may be relevant to the topic you have chosen.

Questions to Ponder

[begin bulleted list]

2. Decide on Your Topic

Narrow Your Focus
Complete the following flow chart to narrow your topic. Choose a subject that interests you
and that will also interest your audience. Write a title and a sentence or two about your talk
and ask your teacher to approve it or suggest changes.
Wants or Needs > >
Title:
Description:
Approval: Date: Date:
(Teacher's Signature)
3. Conduct Research
5. Conduct Research
Maintain a Bibliography
In addition to Web sites you use in your research, list books and periodicals you consult, and
contact information for experts you interview.
Books

Periodicals					
2 42.0 42.04.0					
Names and Addresses					

4. Write an Outline

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea. I. Introduction A	Main Ideas and Details
headings. Include at least two details under each main idea. I. Introduction A	· · · · · · · · · · · · · · · · · · ·
I. Introduction A	
A	headings. Include at least two details under each main idea.
B	I. Introduction
II. Main Idea A	A
A	B
B	II. Main Idea
III. Main Idea A	A
A	B
B	III. Main Idea
IV. Main Idea A B V. Conclusion A	A
A	В
B V. Conclusion A	IV. Main Idea
V. Conclusion A	A
A	B
	V. Conclusion
B	A
	В

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.				
sheren charts of graphs you was create.				
				
Tips on Creating and Using Visual Aids				
• Keep them simple, use them sparingly, and make them visible to everyone in the				
audience.				
• Explain the content of the aid when you first show it.				
 When you finish with the aid, remove it or cover it up. 				
• Be prepared to give your talk without visual aids if technical problems occur.				

6. Write, Practice, and Present

Rehearsal Time After writing a draft of your presentation, rehearse by yourself in front of a mirror. Then ask two others to listen and evaluate your talk. Ask them to complete the evaluation form below. Then, use their comments to rewrite and improve your talk. Then, practice again before making your final presentation.					
	Evaluator # 1	Evaluator #2			
1. Did my introduction grab your interest?					
2. Did I present my ideas logically?					
3. Were my visual aids useful?					
4. Did I speak clearly and slowly?					
5. Are you interested in learning more?					
6. Suggestions for how I can improve:					