

**M4 Lesson 1: Start Local – Businesses in Our Community**

Core Competencies:

|  |  |  |
| --- | --- | --- |
| * Communication | * Thinking | * Personal & Social |

Big Ideas:

* Adapting to economic and labour market changes requires flexibility.

Curricular Competencies:

* Question self and others about how individual purposes and passions can support the needs of the local and global community when considering career choices
* Question self and others about the role of family expectations, and of community needs in career choices
* Apply a variety of research skills to expand their knowledge of diverse career possibilities and understand career clusters

In this lesson, students will start to think about the businesses in their community in terms of entrepreneurship and needs in the community. By researching the number of employees with various companies, how each business contributes to the community, and the factors that could impact each of the businesses, they will have a better understanding of entrepreneurial thinking and economic flexibility.

For students:

Start the class with a discussion about your community, where people work, what impacts the work available, and why it is important to consider.

Think about the community where you live. Your community has a lot of unique characteristics which make it a good place to live and work. Without employers in your community, your community is not a desirable place to live - people wouldn't have the money to spend on housing, groceries, clothing or extra-curricular activities such as sports or theatre tickets! Perhaps even more important, with the loss of jobs, and people leaving the community, there is less money put into property taxes for that city. Without the same amount of property taxes, the city is unable to allocate the same amount of money to infrastructure, schools, or roads. It makes a bad situation even worse for those residents who stay in the community!

All one needs to do is look at the reasons behind ghost towns in British Columbia. Read this interesting article to see what the common thread is for towns being abandoned:

<https://www.canadiantraveller.com/10_British_Columbia_Ghost_Towns_Forgotten_By_Time>

and there is no shortage of more recent examples, such as

Tumbler Ridge: [http://www.vancouversun.com/business/Coal+mine+closures+devastating+shock+Tumbler+Ridge+mayor/9740653/story.html](http://www.vancouversun.com/business/Coal+mine+closures+devastating+shock+Tumbler+Ridge+mayor/9740653/story.html )

Kitimat:

<https://www.cbc.ca/news/canada/british-columbia/b-c-town-braces-for-mill-shutdown-1.884554>

and Houston:

<https://thetyee.ca/News/2014/04/15/Houston-Ups-and-Downs/>

Ask students if any have ever visited these towns, or any other ghost towns or towns that have been drastically impacted by employment.

Just think of all the ways that business impacts our community, such as community identity and involvement, increase in the tax base and jobs, innovation and entrepreneurship. In your next assignment, you will research some businesses in your local community, and what could happen in the local and global economy to impact these businesses.

Assignment:

In today's assignment, you will research seven of the larger employers in your community. By just searching "Largest (or major) employers in (your community)", you should be able to find a list of the businesses that employ large numbers of people where you live.

Using the attached table, you will research each employer and their role in the community. You will find out what they do, how many employees they have, and how they contribute or give back to the community. Lastly, you will think of changes that could happen in our local and global economies that could impact that business. For example, if a local or global trend would be for families to have less children, that would impact the number of employees needed at the school district. If the city increased business taxes greatly in a community, that may mean that Walmart may have to decrease their number of employees as they couldn't afford to hire as many. Think about what could change to change the number of people attending that college or university, shopping in that particular store, or ordering supplies from that factory.

[Businesses in the Community Assignment](https://comoxvalleyschools.instructure.com/courses/197/files/392582/download?verifier=b77Ih02Lwze3dnRgsJl3vXhfQktkGYCrDuCjjqUO&wrap=1" \o "Local Business Research Assignment.docx)

Extension:

As an extension, have students conduct similar research on a community drastically different than their own in terms of size or resources. Have students compare the two cities as to what would impact employment and the local economy.

Assessment:

