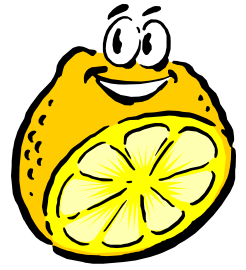


Lemonade Business Stock Market Intro



Day 1

- ◆ **Roundrobin** – Ask students if they have ever tried to start up a small business. Have them Roundrobin their responses and experiences to their team.
- ◆ **Stocking Up on Ownership Play** – Have students read play “Stocking Up on Ownership,” available from the Stock Market Game Worldwide teaching materials. (To form teams, have students read through the play and then decide which part they would like to play. Designate three different corners of the room for Narrator, John, and Carol. Students move to corners of the room based on their choice. Choose one student from each corner randomly and assign to a group of three. These students find a spot in the room to read their play aloud to each other.)
- ◆ **Distribute Money** – Give each student \$300 of classroom money in \$20 for later use.
- ◆ **Make Lemonade** – Make lemonade in a gallon jug using sugar, powdered mix, water, ice, and one cup orange juice – the “secret” ingredient.
- ◆ **Cost Analysis** – Have students figure out cost of entire gallon of lemonade and then cost per cup.
- ◆ **Discuss profit and loss** . . . what if we sold the lemonade for 25 cents a cup?
- ◆ **Lemonade Business** – Tell students that I have decided to go into business to sell my lemonade – introduce term of sole proprietor.
- ◆ **List Business Expenses** – Have class list expenses related to starting up my business (transportation, ingredients, booth or stand rental, cooler, etc.)
- ◆ **Establish Corporation** – Tell them that I have decided to form a corporation and I will issue shares of stock for \$60 a share.
- ◆ **Students brainstorm** ideas for business. Vote on name for business.
- ◆ **Buy Shares** – Allow students to buy shares in business. Issue small stock certificates and have students write business name on certificate.
- ◆ **Brainstorm Companies** – Give out Investment Possibilities worksheet and brainstorm a few starter ideas of companies around us. Assign students to find 10 companies in their home that they might want to invest in during the game.

Day 2

- ◆ Lemonade Business is not doing so well – stock prices are down to \$40 a share. Allow students to sell shares of stock back or buy more shares.
- ◆ Record transactions on Transaction worksheet.
- ◆ Begin to write definitions on Stock Market Terminology page.
- ◆ Show enlarged section of newspaper and how to read
- ◆ Look up ticker symbols and closing prices for companies on Investment Possibilities sheet
- ◆ Begin to work on worksheets from Stock Market book

Day 3

- ◆ Shares of Lemonade Business are back up to \$60 a share – allow students to buy and sell
- ◆ Begin chalkboard math practice of stock market problem solving

- ◆ Use Data Pro to demonstrate how to use Smartmoney.com to find investment information on their companies. (Use sector tracker, map-of-the-market, chart features, etc.)
- ◆ Students make a list of companies they want to begin to research. They need to keep track of who on the team is researching what companies.
- ◆ Assign students to partners. Give everyone the same company to research with a partner. Block out 15 minutes per partner to work on the computer to research the company and record results on the Stock Market Research paper. At the end of the day, compare results and make sure everyone knows how to get the information from the Smartmoney website.

Day 4

- ◆ Give everyone several Stock Market Research worksheets. Have them decide within their teams who will research what companies.
- ◆ The team should have researched at least 10 different companies before they begin to spend their money.
- ◆ Allow research time on the computer.
- ◆ Continue to discuss words and definitions.
- ◆ Continue to practice Stock Market math.

Day 5

- ◆ While teams rotate to the computer to do research, other teams do Stock Market Showdown to practice math skills.
- ◆ At the end of the day, vote on 4 or 5 companies in which to invest about \$10,000 each.

Day 6

- ◆ Give Stock Market Math worksheet for individual assessment. Score and give extra help to those who need it.
- ◆ Demonstrate how to purchase stocks on Stock Market Game World Wide or My Stocks website.
- ◆ Allow teams to take turns purchasing stocks.