



# 4-H ECONOMICS AND BUSINESS PROJECT



## 4-H THRIVE

Help youth:

### Light Their Spark

A spark is something youth are passionate about; it really fires them up and gives them joy and energy. Help youth find how this project excites them.

### Flex Their Brain

The brain grows stronger when we try new things and master new skills. Encourage youth effort and persistence to help them reach higher levels of success.

### Reach Their Goals

Help youth use the GPS system to achieve their goals.

**Goal Selection:** Choose one meaningful, realistic, and demanding goal.

**Pursue Strategies:** Create a step-by-step plan to make daily choices that support your goal.

**Shift Gears:** Change strategies if you're having difficulties reaching your goal. Seek help from others. What are youth going to do when things get in their way?

### Reflect

Ask project members how they can use their passion for this project to be more confident, competent, and caring. Discuss ways they can use their skills to make a contribution in the community, improve their character, or establish connections.

Economics involves the production, distribution, and consumption of goods and services. Within economics, the private (business) sector is the combined activity of all industrial activity in an economy. Given the role economics and business plays in everyone's lives, it is important for youth to learn about the fundamentals, including markets, trade, entrepreneurship, finance, stock market, accounting, management, intellectual property, human resources, labor, and marketing. This project helps prepare youth to be successful as they enter into the market system. Youth will

- learn basic economic principles of a free market system
- investigate the stock, bond, fund, cash, and futures markets
- explore U.S. industries—agriculture, manufacturing, retail, entertainment—and their impacts on the American economy

#### Starting Out *Beginner*

- Learn about money basics and the trade economy.
- Create a budget for a small business.
- Play an economy game (e.g., Acquire, Wealth of Nations, Power Grid).
- Learn about financial literacy through applied experiences that encourage fiscally sound decision-making.
- Be an entrepreneur, practice selling a product to others, and reflect on your experience to improve next time.

#### Learning More *Intermediate*

- Learn about markets and their different roles in private/business, public, and voluntary sectors.
- Within the private sector, explore the three domains: extraction of raw materials, manufacturing, and sales/services.
- Learn about business concepts, including profit margin, competitor research, and marketing.
- Participate in a simulation of investing in the stock market.

#### Exploring Depth *Advanced*

- Delve into finance, accounting, and methods to keep track of cash flow.
- Explore the advantages and disadvantages of business forms, such as sole proprietorship, partnership, corporation, cooperative, and franchise.
- Collaboratively design a new product and then develop a marketing campaign for it.

The activities above are ideas to inspire further project development. This is not a complete list.



# Expand Your Experiences!

## Civic Engagement

- Learn about the public and voluntary sectors in your community.
- Visit a Chamber of Commerce meeting or function in your city.
- Go to city hall and learn more about how your city government interacts with businesses.

## Healthy Living

- Learn about how pharmaceutical companies design, test, and market new drugs.
- Explore economic trends in health and wellness businesses.
- Investigate marketing strategies companies use to sell unhealthy snacks.

## Science, Technology, Engineering, and Mathematics

- Explore the science of economics, the study of how societies produce and use resources.
- Keep a monthly budget and track expenses on a computer. Analyze monthly trends.
- Try out different budgeting apps to discover which one is the most useful for your needs.

## Leadership

- Become a Junior or Teen Leader for an Economics and Business Project.
- Lead an economics game at a 4-H Club meeting.
- Give a 4-H presentation about what you've learned to a voluntary sector organization.

## College and Career Readiness

- Explore college degrees in business administration, accounting, marketing, or management.
- Go on field trips to local industries.
- Learn more about saving money for college in a tax-advantaged 529 investment plan.

## Resources

- U.S. Department of Labor  
<https://www.dol.gov/general/topic/youthlabor/resourcesforeducators>
- California Labor and Workforce Development Agency  
<https://www.labor.ca.gov/>
- Career Technical Education  
<https://careertech.org/cte>
- 4-H Agriscience  
<https://4-h.org/parents/curriculum/agriscience/>
- The Mint  
<http://www.themint.org/kids/what-is-the-stock-market.html>
- Simulator: Zapitalism!  
<http://www.zapitalism.com/>
- Simulator: Gazillionaire!  
<http://www.gazillionaire.com/index.php>

### Connections & Events

**Presentation Days** – Share what you've learned with others through a presentation.

**Interview Contest** – Practice interviewing for a job.

**Field Days** – At these events, 4-H members may participate in a variety of contests related to their project area.

Contact your UC Cooperative Extension office to determine additional opportunities available, such as a field day.

### Curriculum

- EntrepreneurShip Investigation  
[shop4-h.org/products/entrepreneurship-investigation-curriculum-set-of-4](http://shop4-h.org/products/entrepreneurship-investigation-curriculum-set-of-4)
- Consumer Savvy  
<https://shop4-h.org/products/consumer-savvy-curriculum-1-consumer-in-me-digital-download>
- 4-H Business Startup Guide  
<https://4h.missouri.edu/doc/Y4411-business-animals.pdf>
- UC MoneyTalks  
<http://moneytalks.ucanr.edu/>

### 4-H Record Book

4-H Record Books give members an opportunity to record events and reflect on their experiences. For each project, members document their experiences, learning, and development.

4-H Record Books also teach members record management skills and encourage them to set goals and develop a plan to meet those goals.

To access the 4-H Record Book online, visit <http://ucanr.edu/orb/>.

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**University of California** Agriculture and Natural Resources

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### Publication 8649

ISBN-13: 978-1-62711-097-6

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This publication has been anonymously peer reviewed for technical accuracy by University of California scientists and other qualified professionals. This review process was managed by ANR Associate Editor for Human and Community–Youth Development Kendra Lewis.

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