

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 Index (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]

Questions to Ponder

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

[begin bulleted list]

How do companies determine the selling price of a product?

Are there regulations concerning pricing?

How much can the selling price change from store to store?

What affects the selling prices of basic needs such as food and oil?

How is the inflation rate calculated?

[end bulleted list]

Key Search Words

Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

economic wants, economic needs, CPI, inflation, selling price, production costs

Web Sites

Keep track of Web sites you use in your research so you can come back to them later and include them in your bibliography. List their URLs here.

4. Write an Outline

Main Ideas and Details

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. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

