


Busy Business

Elementary Students

Time: lasts a week or more, 15-20 minutes a day

OVERVIEW	This lesson involves the student learning more about local businesses in the area. Each student is assigned a specific business and he or she learns about this business and the traffic it receives using the Web2.0 application Foursquare.
OBJECTIVES	Students will gain an understanding of business relations by using Foursquare to post on their respective business's page. In turn, the students will have a firm grasp on how the internet and business go hand in hand.
MATERIALS	The students will need a computer, internet access, and a Foursquare account.
PROCEDURES 	<ul style="list-style-type: none">• On the first day of this lesson, each student will be assigned a specific business that he or she is to keep track of via Foursquare.• Each night the student should log into their Foursquare account and check and see the activity that their business received that day.• A journal should be kept documenting each night and all of the activity the business is receiving.• At the start of each day until the lesson is over, each student is to report how their business faired the day before and do a write up concerning trends that they have noticed ie. Peak hours, busy days of the week, etc.
EVALUATION	At the end of the lesson each student is to write a paragraph explaining the trends that they found concerning their business. They are also to turn in their journals containing all of the information that they recorded.