**Birdie the Entrepreneur**

**Introduction**: Birdie, wants to make money to buy a soccer ball. However, she does not seem to understand that an entrepreneur needs to organize and utilize productive resources efficiently to make a profit.

**Time Required**: 25-30 minutes.

**Grade Level:** 4-7

**Materials:**

* Copy of *Dirt Cheap* by Mark Hoffmann
* Visual 1 - Productive Resources Poster
* Visual 2- Productive Resources Web
* Activity Sheet – Productive Resources Web
* Writing tools

**Objectives:**

* The student will explain how entrepreneurs use productive resources to produce goods and services.
* The student will use a graphic organizer to communicate information.

**Procedure**:

1. Introduce the lesson by asking the students if they have ever heard of the word entrepreneur. ***Define entrepreneur as a person who combines productive resources to produce goods and services that they expect to sell for a profit***.
2. Share with the students that Birdie, the main character in the book *Dirt Cheap,* wanted to be an entrepreneur and start her own business to make money to buy a soccer ball. However, she did not understand that she needed the necessary tools and skills to be successful.
3. Display Visual 1- Productive Resources Poster.
4. Review the definitions using the poster as a visual aid. Note that the Birdie is a human resource, the wheelbarrow is a capital resource, and the dirt is a natural resource.
5. Display Visual 2 - Productive Resources Web. Tell the students to pretend that Birdie was in the class and was learning how to be an entrepreneur. She now wants to start a new business. If she were to fill in a Productive Resources Web, this is what it might look like.
6. Review the contents of the visual noting the name of the business, the name of the entrepreneur, and the productive resources needed to create the product.
7. Distribute the Productive Resources Activity Sheet and writing tools. Tell the students that they are to pretend to be entrepreneurs wishing to provide a good or a service so they can make a profit. (Possible goods and services could include a lemonade stand, yard care service, pet sitting, greeting card production, delivery services, jewelry making, and tutoring.) They are to come up with a good or service, provide a catchy product name, and fill in the web graphic with correct examples of human, capital and natural resources.
8. Encourage students to share their completed work with the class.

Visual 1-

Productive Resources Poster

* **Capital Resources** are manmade resources such tools, buildings, and vehicles used in production. The wheelbarrow is a capital resource.
* **Natural Resources** are gifts of nature. The top soil in the wheelbarrow is an example of a natural resource.
* **Human Resources** are people who work. Birdie wouldbe an example of human resources.
* **Goods** are tangible things such as food, clothes, and cars. Birdies glasses and boots are examples of goods.
* **Services** are physically intangible things such as medical care, haircuts, and education. Yard work is an example of a service.
* **Entrepreneurs** are people who organize, operate, and assume the risk for a business venture. Birdie would like to be an entrepreneur, but she does not know how.



Visual 2-

**~Productive Resources Web~**

**Business:** Terrific Top Soil **Human Resource:**

**Entrepreneur:** Birdie 

 **Good/Service:**

 *Product*

 **Capital Resources:**

  

 *Terrific Top Soil*

 *Shovel*

**Natural Resources:**

 

  *Dirt*

Activity Sheet-

~Productive Resources Web~

**Business**:

**Entrepreneur**:

 **Human Resource:**

 **Good/Service:**

 *Product*

 **Capital Resources:**

**Natural Resources:**