

VFT: ENTREPRENEURSHIP IN GEORGIA

USER GUIDE

OVERVIEW

The Entrepreneurship in Georgia virtual field trip takes students on an exploration of Georgia's unique economy, guiding them through five of the state's largest companies and explaining each firm's inception and business history, including expansion, economic impact, charitable endeavors, and much more. We recommend that students explore this virtual field trip after they have completed Unit 6 of the [Georgia Studies Book: Our State and Our Nation](#) or after a thorough discussion about the role of business and entrepreneurship in Georgia's economy and growth. Teachers could use this activity as a group experience, provide class time for students to explore the field trip at their own pace, or assign it as homework in a flipped classroom setting.

FEATURES

- **video footage** of interviews with company executives and representatives who explain the highlights of each business, including its history and connection to entrepreneurship
- **picture galleries** with informative captions for each firm, including historic advertisements and current photographs of on-the-job activities
- **interactive maps** that illustrate the geographic location of each company, along with questions to enhance discussion
- **interesting facts** about each company

GEORGIA STANDARDS

SSEF1 Explain why limited productive resources and unlimited wants result in scarcity, opportunity costs, and tradeoffs for individuals, businesses, and governments.

- c. Explain the motivations that influence entrepreneurs to take risks (e.g., profit, job creation, innovation, and improving society).

SS8E2 Evaluate the influence of Georgia-based businesses on the state's economic growth and development.

- a. Describe how profit is an incentive for entrepreneurs.
- b. Explain how entrepreneurs take risks to develop new goods and services to start a business.
- c. Evaluate the economic impact of various industries in Georgia including agricultural, entertainment, manufacturing, service, and technology.

SS5E3 Describe how consumers and producers interact in the U.S. economy.

- c. Describe how entrepreneurs take risks to develop new goods and services to start a business.

SS4E1 Use the basic economic concepts of trade, opportunity cost, specialization, voluntary exchange, productivity, and price incentives to illustrate historical events.

- a. Describe opportunity cost and its relationship to decision-making across time.

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SS3E3 Define and give examples of the four types of productive resources.

- d. Entrepreneurship (risk-taking and combining natural, human, and capital resources in an attempt to make a profit).

DISCUSS

1. Compare and contrast the five companies based on type of products sold, history of business expansion, style of advertising, and impact on Georgia's economy.
2. What other large firms call Georgia home? Which ones originated in Georgia? Recount each company's history, expansion, and decision to begin in or relocate to Georgia.
3. Analyze the approach of each company's founder (or founders) to starting and expanding the business. What was entrepreneurial or innovative about these decisions and strategies?
4. How can a large business act as an ambassador for a state or country?

EXTEND

1. Invite each student to imagine himself or herself as the chief executive officer (CEO) of one of the five companies. A mistake has been made (such as a shipping error or misworded Tweet) and as a result, sales are slowing, competition is growing fierce, and investors are worried. Have students write a letter to investors or the public explaining why consumers should continue to trust and do business with the firm.

ADDITIONAL RESOURCES

1. [*Georgia Stories: Coca-Cola*](#)
2. [*Georgia Stories: The Cadillac of Rocking Chairs*](#)
3. [*Georgia Stories: The Candy Cane Factory*](#)
4. [*Georgia Stories: The Tufted Bedspread Industry*](#)
5. [*Georgia Stories: African-American Inventors*](#)
6. [*Fast Forward: Hartsfield-Jackson International Airport*](#)
7. [*Fast Forward: The Coca-Cola Company*](#)