

## sk8art

### Grade Level:

middle years to high school

### Subject Matter:

business/ mathematics  
visual arts/language arts  
industrial arts/ graphic arts

### Curricular Uses:

This lesson plan looks at skateboarding as a business. What is needed to open a skateboard shop, and how would the students go about it?

### Materials/Resources

#### Required:

- lesson plan 5 - culture of skateboarding
- access to local small business people, a business mentor, or “Women Entrepreneurs”
- access to skateboard shops/personnel

### Evaluation:

## Lesson Plan 6 – Opening a Skateboard Shop

### Overview:

This lesson plan encourages students to consider the business aspects of opening a skateboard shop.

### Learning Objectives:

- students will investigate the merchandise related to skateboarding
- students will decide on a business idea, have a plan and develop their idea
- students will design everything from their store front to their advertising campaign
- students will develop a budget for their business

### Procedures:

Students will have already been exposed to skateboarding merchandise through lesson plan 5 – “The Culture of Skateboarding”.

Students are going to be opening a shop catering to skateboarders. They must decide what they will be selling, the target audience, the price range for their merchandise, etc. They will have to design their store front, design their business card, and their advertising campaign. As well, they may do a business plan, budget, etc. They may wish to build a model of the interior/exterior.

### Extended Activity:

- Students might want to develop this into a major science fair project.
- See also lesson plan 8 - “Collecting”

### Web Links:

- <http://www.womenentrepreneurs.sk.ca/> (see links at this site, for other business organizations)