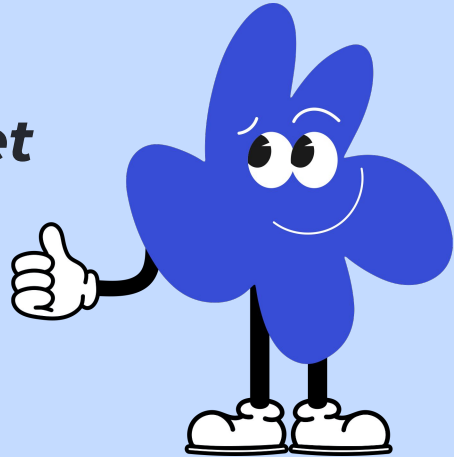


Fourth Grade

# Financial Literacy

***Lesson 3***  
***Introduction to the Stock Market***  
***Part 2***



# Vocabulary

## Initial Public Offering (IPO)

An IPO is one way for a private company to raise funds. It is how a private corporation becomes a public corporation for the first time by selling shares of a company to people through a stock exchange.

Amazon, Apple, Coca-Cola, and Disney are all public corporations because they went through the IPO process. Lots of companies throw a party when they go public.



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# Vocabulary

## Stock

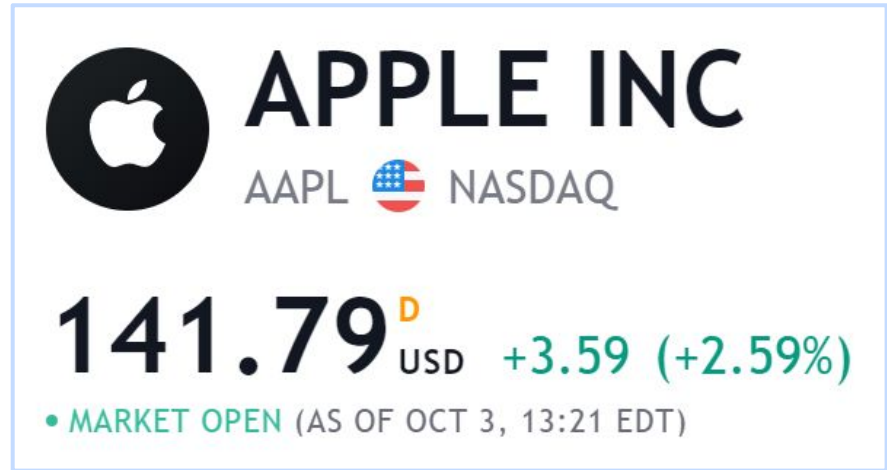
A stock represents the ownership of a fraction of a corporation. Units of stock are called "shares," which entitles the owner to a portion of the corporation's assets and profits equal to how much stock they own.

## Stock Ticker

A stock ticker reports transaction and price data for all stocks on a stock exchange. It is updated continuously throughout the day as prices go up and down.

## Stock Symbol

A stock symbol is a unique series of letters assigned to a company for trading purposes.



# Vocabulary

When a company goes public, it picks a stock symbol for itself that is 3 to 5 letters, and it is often related to the company's name.

For example:

- Apple's stock symbol is AAPL
- Disney's stock symbol is DIS
- Nike's stock symbol is NKE
- Tesla's stock symbol is TSLA
- Meta's stock symbol is META



?

**If your name  
was a stock  
symbol, what  
would it be?**

# Vocabulary

## Stock Exchange

A stock exchange is a market where investors buy and sell stocks and other equities. Stocks can be traded on several exchanges such as the New York Stock Exchange (NYSE), the Nasdaq. The exchange tracks the flow of orders for each stock, and it's the flow of supply and demand that establishes a stock's price.



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# Vocabulary

Stocks can only be bought and sold during specific times of the day. A bell ringing often marks the opening of a stock exchange normal day. The most famous opening bell is the one used by the New York Stock Exchange, which is rung at 9:30 a.m. EDT during most weekdays.

What time do you think the exchange closes?

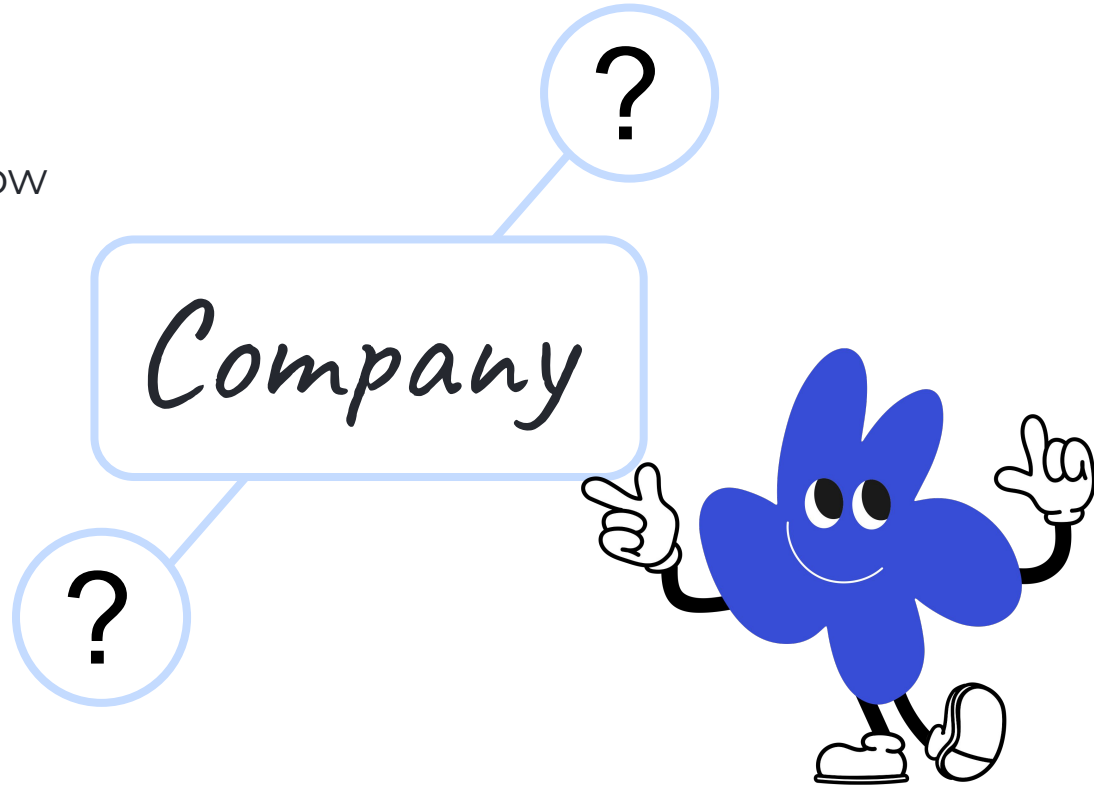


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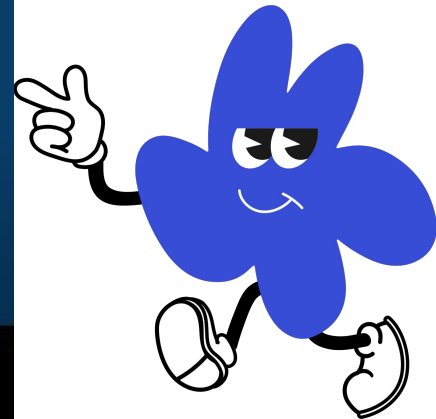
# Activity: Create a Mind Map

Write out the word company.  
Then write down other related  
vocabulary words separating  
them into categories to show how  
each of these words are related:

- Private Company
- Public Company
- Entrepreneur
- IPO
- Stock
- Stock Exchange
- Stock Symbol
- Stock Ticker



# VIDEO: How Do IPOs Work?





# Taking a Company Public?

One way you can make your company public and enter the stock market is through an initial public offering (IPO).

As the private corporation owner, you set a price for how much you think that part of your company is worth.

Then the public can decide if they agree with you about the value of your company. That causes the price to go up or down and determines how much money you receive.

The more people that buy parts of your company, the higher the price and the more money you get to build a factory, grow your business, and hire more people to make backpacks.



Getty Images

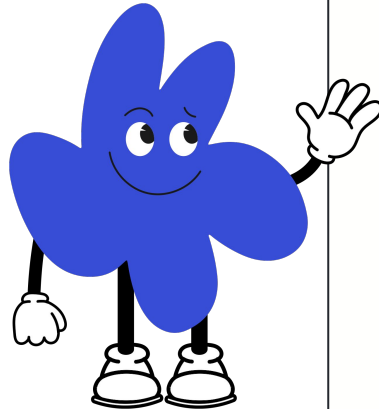
# Activity: Which Companies are Public?

Revisit your two lists from the last lesson. Pick

- 5 companies that make products you need
- 5 companies that make products you want

Research each one to find out if it is a public corporation or a private one. How often was your guess right?

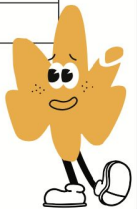
Write down which stock exchange it is on, its stock ticker, and its stock price today.



Date: \_\_\_\_\_

## Researching Companies

Products I need are made by...	Stock Exchange	Stock Ticker	Stock Price
1.			
2.			
3.			
4.			
5.			
Products I want are made by...			
1.			
2.			
3.			
4.			
5.			

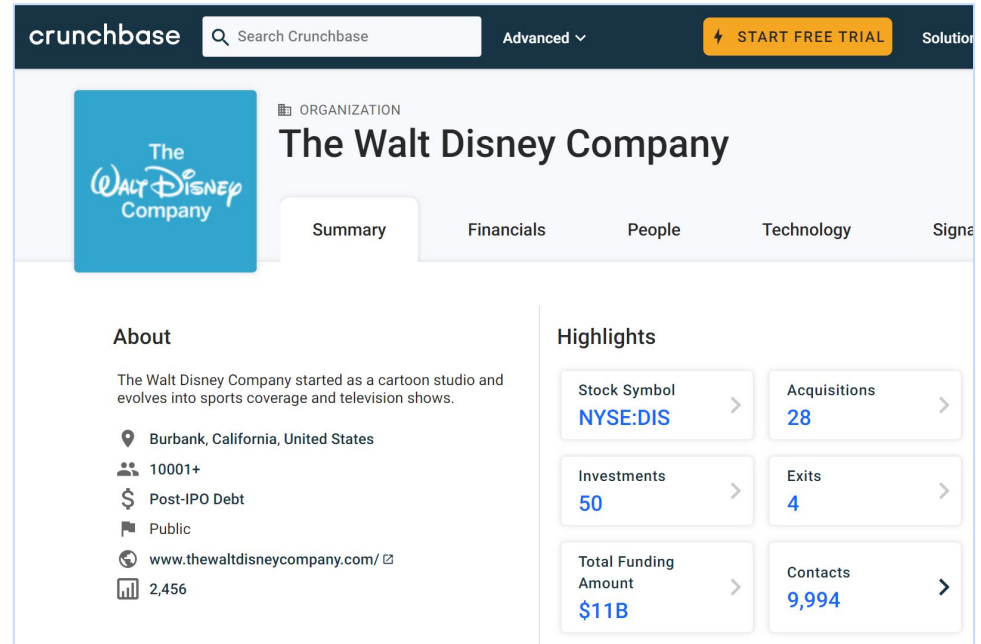


# Research Tips!

Public companies are easier to research than privately-held companies because of the paperwork they must file with the government regulators.

To research all your companies by searching their names online:

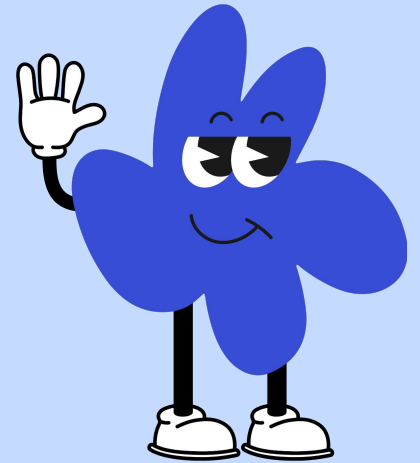
- [Crunchbase](#)
- [Yahoo Finance](#)
- [EDGAR \(Electronic Data Gathering, Analysis and Retrieval\) Database](#)



The screenshot shows the Crunchbase profile for The Walt Disney Company. The page features a dark blue header with the Crunchbase logo, a search bar, and a 'START FREE TRIAL' button. Below the header, the company's logo and name are displayed, along with navigation tabs for Summary, Financials, People, Technology, and Signatures. The 'About' section provides a brief description of the company's history and location. The 'Highlights' section displays key metrics in a grid format.

Highlights	
Stock Symbol NYSE:DIS	Acquisitions 28
Investments 50	Exits 4
Total Funding Amount \$11B	Contacts 9,994

thanks.



# APPENDIX: Resources and Activity Worksheets

## Slide 7: Create A Mind Map

- Write all the vocabulary words listed on slide 7 somewhere each student can see
- Students should take out paper and writing utensil
- Instruct them to write “company” in the middle of the paper
- Next, students should connect the word company to each of the vocab words, based on what they have learned in that lesson
- Once complete, draw an example of how they are all connected somewhere the students can see so they can check their work.

## Slide 10: Researching What Companies are Public

- Print worksheet on slide 14 and distribute to students
- They will need their worksheet from Lessons 1 & 2 to complete the worksheet from this lesson
- Have them fill out each section of the new worksheet, researching companies online using the recommended resources on slide 11
- Discuss in small groups or all together, asking for volunteers to share one of their most surprising or interesting findings

Date: \_\_\_\_\_

# Researching Companies

<b>Products I need are made by...</b>	<b>Stock Exchange</b>	<b>Stock Ticker</b>	<b>Stock Price</b>
1.			
2.			
3.			
4.			
5.			
<b>Products I want are made by...</b>			
1.			
2.			
3.			
4.			
5.			

