

PERSONAL FINANCE TOPICS & MATERIALS



FOR
ECONOMICS, BUSINESS AND FAMILY AND
CONSUMER EDUCATION COURSES

Kristen S. McDaniel
Dr. Mark Schug

*“**T**oday’s financial world is highly complex when compared with that of a generation ago. . . . Improving basic financial education at the elementary and secondary school level will provide a foundation of financial literacy that can help prevent younger people from making poor decisions that can take years to overcome.”*

*– Alan Greenspan, Chairman
Federal Reserve Board*

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WRITTEN BY:

**KRISTEN S. MCDANIEL
ECONOMICS/ADVANCED PLACEMENT EDUCATOR
FORT ATKINSON WI SCHOOL DISTRICT**

**DR. MARK SCHUG, DIRECTOR
UWM CENTER FOR ECONOMIC EDUCATION
UNIVERSITY OF WISCONSIN – MILWAUKEE**

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AUTHORS AND PUBLISHERS

Kristen S. McDaniel's interest in personal finance comes from a love of economics and personal experience as well as concern for the financial decisions facing students today. Mrs. McDaniel has taught social studies and economics for eight years. She graduated from the University of Wisconsin - Milwaukee in 1993 cum laude and taught in Texas for four years. In Texas, she was the working department head which included reorganizing curriculum to complement English scope and sequence and setting up the block schedule for the school. She also served on the Site Based Management Committee that organized the budget for the school. While teaching at the Science Academy of South Texas, she established the Advanced Placement Government and Economics program and became involved in issues surrounding personal finance as a requirement for graduation. She earned awards for two consecutive years as part of "Who's Who Among America's Teachers." She also was one of 20 teachers chosen nationwide to travel to Raleigh, North Carolina as part of the National Endowment for the Humanities summer program in environmental history.

After returning to Wisconsin and while working as an education therapist at Rogers Memorial Hospital in Oconomowoc, she witnessed firsthand the problems that a lack of financial literacy creates. She now works at Fort Atkinson High School where she teaches economics, advanced placement economics, current events, and geography. She is graduating with her master's degree in curriculum and instruction with an emphasis in economic education in May of 2004

Dr. Mark C. Schug is the Director of the UW-Milwaukee Center for Economic Education. The UWM Center is affiliated with EconomicsWisconsin and the National Council on Economic Education(NCEE). He is also creator of the Youth Enterprise Academy and fellow to NCEE on the program development and administrative team. Dr. Schug has taught for over 30 years at the middle school, high school and university levels and has served as an appointee on the Governor's Task Force on Financial Education in Wisconsin.

Dr. Schug earned his Ph.D. from the University of Minnesota. His dissertation received the *Excellence in Research Award* from the National Council for the Social Studies in 1981. He won the *Leavey Award for Excellence in Private Enterprise Education* presented by the Freedoms Foundation at Valley Forge, and, in 1998, the *John C. Schramm Leadership Award* from the NCEE and the National Association of Economic Educators.

Dr. Schug has written and edited over 170 publications and has spoken to local, state and national groups throughout the United States as well as in England, Germany, Japan, Latvia, Lithuania, the Philippines, Poland, Russia, Scotland, Sweden and South Korea. He has won awards from the University of Wisconsin-Milwaukee and the Minnesota Council on Economic Education for his teaching expertise.

EconomicsWisconsin is a non-profit, non-partisan organization governed by a board of directors made up of business and professional leaders, educators, and representatives from agriculture and labor. EconomicsWisconsin is the state name and logo for the Wisconsin Council on Economic Education and is affiliated with EconomicsAmerica, a program of the National Council on Economic Education. Business, labor, and education come together to provide resources to teach students financial literacy and economic understanding. Theirs goals are to prepare Wisconsin's next generation to: understand how our economy works; make informed choices as employees, managers, consumers and citizens; become knowledgeable and productive members of the workforce; maintain the institutions of democracy and a market economy; and make Wisconsin businesses more competitive in today's global economy.

The Wisconsin Department of Financial Institutions (DFI) is a state regulatory agency dedicated to protecting Wisconsin citizens through financial regulation and education. DFI is committed to ensuring the safety and soundness of Wisconsin financial institutions, protecting the investing public, and enhancing the viability and accessibility of the state's business record-keeping system. Its Office of Financial Education (OFE) exists to promote financial education to all Wisconsin residents with the core guiding principle being that financially literate consumers will make more informed and smarter choices about today's financial products and services. They will also be better equipped to attain their dreams in our ever-evolving financial system.

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FOREWORD

The Final Report of the Governor’s Task Force on Financial Education (August, 2002) makes clear that financial education is an important priority for Wisconsin. The Report, for example, noted that:

- Ninety-five percent of all college students and thirty-two percent of high school students had credit cards in 2000.
- From 1990 to 2001, bankruptcy filings in Wisconsin grew 105 percent.
- There is increased marketing of financial products to younger people.
- Wisconsin students scored 58.8% on a test of their financial knowledge according to an April 2002 survey conducted by Dr. Lewis Mandell on behalf of the National Jump\$tart Coalition.

The Final Report of the Governor’s Task Force recommended, among other things, that financial education standards should be incorporated into the Wisconsin model academic standards for economics and that each school district must offer at least one required course in personal finance for high school graduation.

HOW TO USE THIS GUIDE

Numerous high school curriculum materials have been developed by various organizations to provide teachers with the tools they need to teach financial education to young people. The supply of curriculum materials is so large that it makes selection a difficult process. This guide brings together recommended lesson plans from various sources to help you teach personal finance and business economics.

It offers suggestions to teachers of economics, business and family and consumer education on how to integrate basic financial lessons into the existing curriculum. It is divided into three parts: an 18-week economics course, an 18-week introductory business course and a 10-section family and consumer education course. Textbooks in economics, general business and family and consumer education were used to form a common order for the course contents.

Each section includes three components. First, come the traditional topics of the course listed by week for economics and business and by subject for family and consumer education. When these topics correspond to one of the JumpStart Coalition *National Standards in Personal Finance*, the standard is listed in the second column. Recommended curricula and lesson plans that correspond with the weekly topic and standard. Due to the large number of curriculum materials available to teachers on basic economics, business principles, and family and consumer education, lessons not of a personal finance nature are not included in this guide. There are also a few cases where there is a personal finance curriculum available that assists in teaching important economic terms, but there is no corresponding JumpStart Coalition standard for personal finance education. For this reason there are blank spaces in the guide where such an omission occurs.

The curriculum materials suggested in this manual were chosen on the basis of four criteria. First, the materials had to focus purely on financial education. No other materials are included here. Second, the materials had to be available from widely known, reputable producers. Third, the materials had to be current and easily available curricula. Finally, the materials had to be available free or at low cost.

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GOALS:

- Develop a set of practical guidelines to assist high school teachers of business, economics and family and consumer education to improve instruction in personal finance and economics.
- Link the curriculum guidelines to the Wisconsin Task Force Model Standards.
- Connect the curriculum guidelines to existing supplemental curriculum materials.