

#10110

THE ECONOMICS CLASSROOM: GROWTH & ENTREPRENEURSHIP

ANNENBERG/CPB, 2002

Grade Level: Adult

60 Minutes

5 Instructional Graphics Included



CAPTIONED MEDIA PROGRAM RELATED RESOURCES

[#10111 THE ECONOMICS CLASSROOM: HOW ECONOMISTS THINK](#)

[#10112 THE ECONOMICS CLASSROOM: LEARNING, EARNING, SAVING](#)

[#10113 THE ECONOMICS CLASSROOM: MONETARY & FISCAL POLICY](#)

Annenberg/CPB
Professional Development Workshop Guide

The Economics Classroom

A Workshop for Grade 9-12 Teachers

An eight-part professional development workshop
for high school economics teachers

Produced by Pacific Street Film Projects, Inc.
in association with the National Council on Economic Education

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About the Workshop

Overview

The Economics Classroom illustrates why economics is losing its reputation as “the dismal science.” Instead, economics can become one of the most relevant and stimulating courses taken in high school.

These teacher development workshops are intended for high school teachers of economics, many of whom have little or no background in the subject, to help them learn effective lessons and techniques for bringing this important and often misunderstood subject to their students.

The workshop consists of eight two-hour sessions with hour-long videos, each on a different topic that is covered in most high school economics courses. The workshops are organized along broad subject lines, illustrating how economists think, how markets operate, and how and why the government participates in the economy. Watching real classroom lessons, you’ll see students learning the basics of personal finance as well as a few things about wealth that they never knew before. Demonstrations and exercises designed by economic educators also cover the role of the entrepreneur and innovation in economic life, as well as the dynamics of international trade.

High school graduates will make economic choices all their lives in their roles as consumers, employees, entrepreneurs, savers, investors, and citizen voters. In the words of James Tobin, Nobel Laureate in Economics, “The case for economic literacy is obvious. High school graduates will be making economic choices all their lives, as breadwinners and consumers, and as citizens and voters. A wide range of people will bombard them with economic information and misinformation for their entire lives. They will need some capacity for critical judgment. They will need it whether or not they go to college.” (Quoted in *The Wall Street Journal*, July 9, 1986.)

The eight programs in *The Economics Classroom* cover the content areas of a typical high school economics course, including scarcity, markets, supply and demand, competition and monopoly, personal finance, the role of government, measuring economic performance, monetary and fiscal policy, and economic growth. The programs also cover the content of the 20 *Voluntary National Content Standards in Economics*.

Most important, the lessons in *The Economics Classroom* show how to bring economic concepts alive in the classroom. The philosophy behind this workshop is that students learn by doing. According to a Chinese proverb, “I hear and I forget; I see and I remember; I do and I understand.” When teachers and students approach the study of economics by doing something involving economic reasoning and economic behavior, they truly understand the ideas being taught and why those ideas are useful to them. Several of the lessons seen in the video programs appear in this workshop guide. Feel free to use them in your classroom.

The high school economics course should provide skills which will help high school graduates to compete in the global economy of the twenty-first century. *The Economics Classroom* provides a foundation to help teachers accomplish this important goal.

Workshop Format

Each workshop program is divided into several segments; each addresses a different aspect of a broad subject area and features actual in-classroom footage of teachers who are recognized for their skill in teaching economics. These classroom segments are accompanied by introductory and background information presented by Professor Timothy Taylor of Macalester College in Minneapolis, Minnesota, a leading economic educator and managing editor of the *Journal of Economic Perspectives*.

Each program also includes lesson plans and curriculum suggestions; interviews with teachers discussing their techniques, lesson plans, and pertinent experiences; and students reacting to the lessons in which they have just participated. Teachers and students comprise a diverse group in schools ranging from a private girls’ school in suburban New Jersey to public schools in and outside of cities like Atlanta and Denver to honors classrooms in Hawaii and an urban high school in New York City. Teachers can follow links throughout the workshop Web site at www.learner.org/channel/workshops/economics to learn more about a particular subject, find additional lesson ideas and exercises, and obtain additional information on the teachers and classes featured in this workshop.

About the Workshop, cont'd.

Workshop Descriptions

Workshop 1. How Economists Think

This workshop illustrates why economics is much more than a bundle of concepts. Economics is a unique way of thinking that offers insights into the seemingly chaotic confusion of human behavior in a world of different values, resources, and cultures. In the video, teachers demonstrate the key ideas that constitute an economic way of thinking.

Workshop 2. How Markets Work

This workshop focuses on the laws of supply and demand and their effects on the allocation of resources. In the video, teachers use simulations and classroom demonstrations to illustrate the behavior behind supply and demand curves. They also demonstrate the importance of competition and the incentives created by profits.

Workshop 3. The Government's Hand

This workshop demonstrates the positive role of government in a market economy and also explores why well-meaning government policies can fail. A simulation dramatically demonstrates how protection of property rights conserves and develops resources. An "economic mystery" is used to illustrate public-choice theory while a simulation shows how price ceilings and floors cause unintended consequences.

Workshop 4. Learning, Earning, and Saving

Effective lessons to teach personal finance are demonstrated in this workshop. Teachers use the "Millionaire Game," the "Chessboard of Financial Life," and a stock market simulation to show how concepts such as earning a living, spending, saving, investing, borrowing, and managing money are taught in a high school economics course.

Workshop 5. Trading Globally

The positive effects of voluntary trade and the harmful effects of protectionism are shown dramatically in this program. A "label-search" activity, a discussion on the worldwide ingredients in a candy bar, and a "banana wars" simulation all demonstrate the benefits of trade and the unintended negative consequences of protectionist policies.

Workshop 6. The Building Blocks of Macroeconomics

This workshop illustrates activities that teach about the basic measurement tools of any economy: gross domestic product (GDP), unemployment, and inflation. These measurement tools can seem abstract, but GDP and economic growth, unemployment, and inflation can have a profound effect on students' future welfare, their job opportunities, the level of their prospective earnings, and the prices they will pay for the things they buy.

Workshop 7. Monetary and Fiscal Policy

Teachers use a lecture/discussion technique, demonstrations, and simulations to teach about the effects of monetary and fiscal policy on aggregate supply and aggregate demand. Students learn how government monetary and fiscal policies affect economic growth, unemployment, and inflation.

Workshop 8. Growth and Entrepreneurship

In the final workshop, students learn why the key to improving a nation's standard of living is economic growth. Teachers illustrate the important factors that contribute to economic growth and how a market economy creates incentives that encourage entrepreneurship, innovation, and investment. The role of patents and copyrights in creating incentives for entrepreneurs is also covered.

About the Workshop, cont'd.

About the Lessons

Each session includes two economics lessons. In many cases, a version of the lesson is demonstrated by a teacher in the workshop video. In all cases, the content of the lesson relates to the content of the video program. Teachers are free to copy and use these lessons in their classrooms.

This is just a sampling of the lessons available to high school economics teachers. These lessons utilize an active-learning approach. Most of the lessons in this guide were previously published by the National Council on Economic Education (NCEE). They are not in the exact format in which they were originally published. For information on the publications of NCEE, call toll-free 800-338-1192 to obtain a catalog or view the online catalog at www.ncee.net.

The following lessons appear in this guide.

Workshop 1. How Economists Think

The Tragedy of the Commons

by Mark C. Schug, from *The Great Economic Mysteries Book: A Guide to Teaching Economic Reasoning, Grades 9-12*, National Council on Economic Education, 2001.

Why Do People Trade?

by Gerald J. Lynch, Michael W. Watts, and Donald R. Wentworth, from *Focus: International Economics*, National Council on Economic Education, 1998.

Workshop 2. How Markets Work

A Classroom Market for Crude Oil

by Michael W. Watts, Sarapage McCorkle, Bonnie T. Meszaros, and Mark C. Schug, from *Focus: High School Economics*, National Council on Economic Education, 2001.

Shifts in Supply and Demand

by John S. Morton, from *Advanced Placement Economics: Microeconomics: Student Activities*, National Council on Economic Education, 1996. A new edition will be published in 2003.

Workshop 3. The Government's Hand

Property Rights Simulation

by John S. Morton.

Price Floors and Ceilings

by John S. Morton, from *Advanced Placement Economics: Microeconomics: Student Activities*, National Council on Economic Education, 1996.

Workshop 4. Learning, Earning, and Saving

How To Really Be a Millionaire

by John S. Morton and Mark C. Schug, from *Financial Fitness for Life: Bringing Home the Gold, Grades 9-12*, National Council on Economic Education, 2001.

The Chessboard of Financial Life

by John S. Morton and Mark C. Schug, from *Financial Fitness for Life: Bringing Home the Gold, Grades 9-12*, National Council on Economic Education, 2001.

About the Workshop, cont'd.

Workshop 5. Trading Globally

Working and Living Together: The Importance of Trade

by Harlan R. Day, from *Trading Around the World: Introducing Economics Into the Middle School Curriculum*, National Council on Economic Education, 1997.

The “Banana Wars” Lesson

by Elaine Schwartz.

Workshop 6. The Building Blocks of Macroeconomics

All About GDP

by John S. Morton, from *Advanced Placement Economics: Macroeconomics: Student Activities*, National Council on Economic Education, 1996.

Who Is Hurt and Who Is Helped by Inflation?

by John S. Morton, from *Advanced Placement Economics: Macroeconomics: Student Activities*, National Council on Economic Education, 1996.

Workshop 7. Monetary and Fiscal Policy

The Tools of Fiscal Policy

by John S. Morton, from *Advanced Placement Economics: Macroeconomics: Student Activities*, National Council on Economic Education, 1996.

Money, Interest, and Monetary Policy

by Michael W. Watts, Sarapage McCorkle, Bonnie T. Meszaros, and Mark C. Schug, from *Focus: High School Economics*, National Council on Economic Education, 2001.

Workshop 8. Growth and Entrepreneurship

Mystery Nations

by Jane Lopus, John S. Morton, Robert Reinke, Mark C. Schug, and Donald R. Wentworth, from *Capstone II*, National Council on Economic Education, to be published in 2003.

Can I Become an Entrepreneur?

by John E. Clow, Carolyn R. Holleran, Calvin A. Kent, Gary Rabbior, Francis W. Rushing, and Alan Stafford, from *Economics and Entrepreneurship*, National Council on Economic Education, 1993.

About the Workshop, cont'd.

About the Content

These workshops cover the 20 standards in the *Voluntary National Content Standards in Economics*. The standards covered by each workshop are listed below under the number of the workshop. Each standard is written in its entirety in the workshop chapter(s) in which it is covered.

A Correlation of the Workshop Programs to the Voluntary National Content Standards in Economics

Standards	Workshops							
	1	2	3	4	5	6	7	8
1. Scarcity	X							
2. Marginal costs/marginal benefits	X			X				
3. Allocation of goods and services		X						
4. Role of incentives	X							
5. Gains from trade	X				X			
6. Specialization and trade					X			
7. Markets—price and quantity determination		X						
8. Role of price in market system		X						
9. Benefits of competition		X						
10. Role of economic institutions			X					
11. Role of money							X	
12. Role of interest rates							X	
13. Role of resources in determining income				X				
14. Profit and the entrepreneur		X						X
15. Growth								X
16. Role of government			X					
17. Costs of government policies			X					
18. Circular flow-interdependence						X	X	
19. Unemployment and inflation						X		
20. Monetary and fiscal policy							X	

From *Voluntary National Content Standards in Economics*, National Council on Economic Education, 1997.

About the Contributors

Project Director, Producers

Since the founding of Pacific Street Films (PSF) in 1969, **Steven Fischler** (project director and producer) and **Joel Sucher** (producer) have produced, directed, and written award-winning documentary films on a wide variety of historical, cultural, and political themes. Sucher and Fischler have been the recipients of numerous awards and grants, including Guggenheim Fellowships in Film, Emmy Awards, Cine Golden Eagles, and the John Grierson Award for Social Documentaries.

Fischler and Sucher have chronicled both overlooked historical movements (*Free Voice of Labor: The Jewish Anarchists and Anarchism in America*), and misunderstood ones (*Blue Helmets: The Story of United Nations Peacekeeping and In Search of Peace*). PSF produced a documentary on the forgotten story of how Jewish professors who had fled Nazi Germany ended up teaching at historically black colleges in the South, *From Swastika to Jim Crow*, which had its broadcast premiere on PBS in 2001. PSF also has produced long-form biographical sketches on Frankie Lymon (*I Promise to Remember*, 1983), directors Martin Scorsese (*Martin Scorsese Directs*) and Oliver Stone (*Oliver Stone: Inside/Out*). Fischler and Sucher have produced a 12-part telecourse/series, *Exploring the World of Music*, for Annenberg/CPB; a five-part series, *The Warrior Tradition*, and many other broadcast documentaries for both public and commercial television.

Coordinating Producer, Web Site Designer

Clark Bortree has worked with Pacific Street Films since 1996, both as coordinating producer, director and Web designer. He designed and programmed *The Economic Classroom* Web site.

Director of Content

John S. Morton is vice president for program development at the National Council on Economic Education. He was president of the Arizona Council on Economic Education from 1997 to 2001. Mr. Morton has over 35 years' experience as a high school economics teacher, college professor, college administrator, and economic education writer and presenter. He is the author or co-author of more than 30 economics publications.

Educational Consultant, Writer, and Series Host

Timothy Taylor is managing editor of the *Journal of Economic Perspectives*, an academic journal published quarterly by the American Economic Association based at Macalester College in St. Paul, Minnesota. Taylor received his Bachelor of Arts degree from Haverford College in 1982 and a master's degree in economics from Stanford University in 1984. He then worked as an editorial writer for the San Jose Mercury News for two years, before starting the *Journal of Economic Perspectives* in 1986. He has won awards for teaching economics at Stanford University and the University of Minnesota. He has recorded several economics courses for the general public through the Teaching Company.

Board of Advisors

Brett Hardin is a social studies teacher who began teaching economics in 1996. Hardin has a B.A. in history from Wesleyan University and an M.S. in secondary education from the University of Pennsylvania. He is Georgia Teacher of the Year for 2002.

Donna McCreddie is an economics and honors economics teacher at Temple City High School in California. She received her bachelor's degree at California State University, Los Angeles and her master's at the University of Delaware in economic education. Donna is the past president of the California Association of School Economics Teachers and a member of the Writing Committee for National Standards in Economics. Teaching awards include the Foundation for Teaching Economics' 1994 Excellence in Economic Education and the 1994 California Economics Teacher of the Year presented by EconomicsAmerica of California.

Stephen Rabin is president of the Educational Film Center (EFC) and since 1983 has been responsible for management of production, development, and financing of its programs. Under his direction, EFC has created and produced a number of telecourses, teacher training and workshop series, and several hundred television specials, series, and videos, including several for Annenberg/CPB. These include *The World of Chemistry*, *Economics USA*, *Exploring the World of Music*, *In Search of the Novel*, and *Inside the Global Economy*.

About the Contributors, cont'd.

Dimitri Saliani is the social studies chairman at Eleanor Roosevelt High School in New York City opening in September 2002. He has taught previously in the Minisink Valley and Mahopac school districts in New York for five years. He has incorporated economic principles into courses such as world history and United States history. He received his master's degree from New York University and bachelor's from the State University of New York at New Paltz with a major in history.

Dr. Mark C. Schug is the director of the UW-Milwaukee Center for Economic Education. The UWM Center is affiliated with the Wisconsin Council on Economic Education and the National Council on Economic Education. Dr. Schug has taught for over 30 years at the middle school, high school, and university levels. Professor Schug has written and edited over 170 publications.

Elaine L. Schwartz is an AP economics teacher at the Kent Place School. Located in Summit, New Jersey, Kent Place is an independent all-girls' day school pre-K through grade 12. During her 31 years at Kent Place, Elaine has chaired the history department and taught U.S. history. Currently, she occupies an endowed chair in economics and is a member of the Cum Laude Society. Schwartz is a mentor teacher and a workshop leader for the Foundation for Teaching Economics and the author of several textbooks.

Teachers Featured in *The Economics Classroom*

Heather Anderson has a degree in social science education and began her career in education teaching eighth-grade American history. Currently, she teaches four economics honors classes and one AP microeconomics class at Eau Gallie High School in Melbourne, Florida. She has been teaching economics since 1999.

"I decided to teach high school. The only way I could move here was to teach world history and economics. And I thought, 'I can do it. I'll get through a couple of years and then I'll get rid of the economics and I'll be left with the world history.' And once I started teaching economics that's what I ended up loving. And so now I'm trying to get rid of the world history so that I can have all economics."

Classes presented in *The Economics Classroom*: Price Floors (Workshop 3); Price Ceilings (Workshop 3); Compound Interest (Workshop 4)

Kendra Cheese teaches economics at Lakewood Senior High, located in western Jefferson County, a suburb of Denver, where she is the department chair for social studies. A Denver native, she has been teaching for 32 years. She received the Enterprising Teacher of the Year award from the Colorado Council of Economic Education in 2001. For the last four years, she has been teaching pre-international baccalaureate economics to ninth graders.

"Teaching ninth graders economics is a difficult challenge because they haven't had a lot of real-world experiences. They don't drive, most of them have never worked, they're still in that transition period from their parents giving them allowance to knowing more about how to work with money. But ninth graders are enthusiastic and they're spontaneous and they like activities...they really enjoy them and don't look at them as being beneath them."

Class presented in *The Economics Classroom*: Property Rights (Workshop 3)

Dr. Eric M. Gernant received an M.A. and a Ph.D. in economics from Fordham University and has been teaching in the New York City school system since 1972. He transferred to New York City's High School of Economics and Finance in 1995. One of New York's specialized high schools, the High School of Economics and Finance offers a specialized curriculum focusing on finance and business-related courses.

"Historically, social studies teachers hate to teach economics. You have very few teachers on the faculty in any high school who have a master's degree, let alone a bachelor's degree in economics. It's always a course that's farmed out to somebody who has the least seniority. And here I had an opportunity, I thought, with a passion for the subject, to really go into depth and give these kids a top-notch education."

Class presented in *The Economics Classroom*: Comparative Advantage and Specialization (Workshop 5)

About the Contributors, cont'd.

Jay Grenawalt has been teaching for over 25 years. Currently, he works with juniors and seniors in the international baccalaureate program at George Washington High School in Denver, Colorado, teaching economics and history. He has been the recipient of many awards, including the White House Fellowship Distinguished Teacher of the Year Award, Commission on Presidential Scholars, 1994; the Boettcher Foundation Teacher Recognition Award, 1996; and the University of Chicago Outstanding Teacher Award, 1997 and 1998.

Grenawalt's students are generally very committed and academically oriented. He notes that even those students who are "sort of in the middle of the pack" get swept up by the interest and the enthusiasm that many of the students have.

"Too many American texts present economics from the American perspective only and we really do live in a global economy today. I try to find as many curricular materials that perhaps take us out of our own boundaries and look at it more in terms of how the Europeans might view it or the people in Asia or what have you...."

Classes presented in *The Economics Classroom*: Voluntary Trade (Workshop 1); Global Trade (Workshop 5); Gains From Trade (Workshop 5); What Makes Countries Rich? (Workshop 8)

Brett Hardin is a social studies teacher who began teaching economics in 1996. Hardin has a B.A. in history from Wesleyan University and an M.S. in secondary education from the University of Pennsylvania. He was a STAR teacher from 1998 through 2002, received the 2000-2001 BellSouth-Atlanta Braves Excellence in Education Award and was Georgia Teacher of the Year for 2002. He teaches at Campbell High School in Smyrna, Georgia.

"One of the things about teaching economics has been that I'm a better American history teacher than I was before, because there are lots of moments in American history where major economic events have obviously had major social or political impacts. And the social studies teachers—we like to focus on the social and political. We shy away from the economics 'cause we don't always understand it."

Classes presented in *The Economics Classroom*: Macroeconomics (Workshop 6); Unemployment (Workshop 6); Effects of Inflation (Workshop 6)

Ted Hartsoe teaches economics at Choate Rosemary Hall, a small, private secondary school in Wallingford, Connecticut. The school has about 800 students and the economics program is an important feature in the curriculum. Mr. Hartsoe's economics classes are very popular elective choices. He teaches microeconomics, macroeconomics, international economics and an advanced topics course in economics. In 2001 he was named a NASDAQ Teacher of the Year and the student team he coached won the NCEE's first nationwide Economics Challenge.

"It's important for all the students, not just AP-level students, to know about basic economic indicators.... They have to be able to put those into context and understand what that tells them about the performance of the national economy. So they can understand what the politicians are saying to them and political candidates, and what that means in terms of policy—fiscal policy and monetary policy. I think every citizen needs to have an understanding of those indicators and what they mean and what those numbers are telling them."

Classes presented in *The Economics Classroom*: Measuring Inflation (Workshop 6); Fiscal Policy (Workshop 7); How Money Works (Workshop 7); Business and Finance (Workshop 8)

About the Contributors, cont'd.

Marc A. Johnson is the social studies department coordinator and a teacher at Smoky Hill High School in Aurora, Colorado. He has taught middle school, high school, and community college for over 18 years. He received the Teacher of the Year Award from Horizon Community Middle School in 1995, the Enterprising Teacher of the Year Award from the Colorado Council on Economic Education in December 2000, and was one of four Colorado teachers selected by the NCEE to do a study tour of St. Petersburg, Russia, and establish an international classroom partnership in March 2002.

"A very good young social studies teacher said, 'You know, you could throw me into any social studies class—anthropology, psychology, sociology, history, geography—and I could handle them all except for economics. I wouldn't feel comfortable there.' So the challenge is how do you get these guys, who have avoided economics in the past, how can you get them up to speed with economics? And I'm convinced the answer is through strong state councils offering courses that are non-threatening and friendly. I think we need to attack it in two ways: a content base, so they really have some economic understanding, then give them some lessons and activities and things that they can do. I don't think one is good without the other."

Classes presented in *The Economics Classroom*: Salaries and Wages (Workshop 4); Millionaires (Workshop 4); Education Pays Off (Workshop 4)

Richie Kibota teaches at Iolani High School in Honolulu, Hawaii. Affiliated with the Episcopal Church, the school is a culturally diverse, coeducational, college preparatory school. A member of the Hawaii Council on Economic Education, Richie has coached students at Moanalua High School and at Iolani to win the Hawaii State Economics Challenge contest. An economics teacher since 1983, Kibota has taught both advanced placement and microeconomics courses and currently teaches an elective 12th-grade economics class.

"This course is strictly an economics course. It's not a financial management course and it's not a consumer education course. It's teaching microeconomic concepts. These students will become smarter consumers and make better decisions when it comes to finances down the road."

Class presented in *The Economics Classroom*: Cartels and Competition (Workshop 2)

Dee Mecham teaches at Kamehameha School in Honolulu, Hawaii, a school that is unique because all the students are of Hawaiian ancestry. The school was founded by Princess Bernice Pauahi Bishop to support the Christian and Hawaiian values of the island's children.

Mr. Mecham was a Ph.D. student in economics at the University of Hawaii who found his part-time work as a college teaching assistant so exciting that he now teaches full-time at Kamehameha School. He teaches a one-semester principles course (the regular level), a one-semester honors course, and the year-long advanced placement course. One semester of economics is required at any of the three levels. Mecham has received the 2002 Economics Teacher of the Year award for Hawaii from Hawaii Pacific University and the Hawaii Council on Economic Education.

"I definitely try to use a lot of local examples. In fact, when I started teaching classes at the University—I had come from Utah, so a lot of the examples that I had had to deal with parkas and skiing and snow. I've definitely switched and become more accustomed to using examples that have to do with surfboards and Spam musubis, some of the local foods here. It helps the kids to understand."

Class presented in *The Economics Classroom*: Price Controls (Workshop 3)

Mark Melkonian supports his high school's overall mission to provide a rigorous curriculum with a special focus on finance and business, and to help students prepare for the business world and for college. Mr. Melkonian teaches history, as well as entrepreneurship classes, at the High School of Economics and Finance in New York, New York.

"It's not just starting and owning your own business, it's empowering young people and giving them the ability to see an opportunity and act on it and to improve their lives. And I think if young people get that message, that's the key. That's what I'm hopefully trying to do."

Class presented in *The Economics Classroom*: Entrepreneurs (Workshop 8)

About the Contributors, cont'd.

Ghandi Moussa teaches economics, including the school-required “Welcome to Wall Street” course, at the High School of Economics and Finance in New York. Originally a social studies teacher, Mr. Moussa enjoys incorporating his passion for history and government studies into his economics classes.

“It’s hard to make a case for the kids about the importance and the value of learning history and learning politics and government. It just doesn’t seem to catch on. But with economics and finance, they can see the relevance and the immediate effect on their own lives.”

Class presented in *The Economics Classroom: Patents and Copyrights* (Workshop 8)

Carol Penland has been teaching economics for over 25 years. She received the first Teacher of the Year in Economics award in Georgia in 1986 and was the founding president of the Georgia Association of Economic Educators in 1994. She has served on local, state, and national committees to write curriculum and is currently working with the Georgia Department of Education to revise the end-of-course test for economics. She teaches at South Cobb High School in Austell, Georgia.

“Economics has been called ‘the dismal science’ and there’s a reason for that. Most of us go to college and we just have someone stand up and talk to us about it. But I think students, especially in high school—and even in elementary and middle school—if they can have some hands-on experience it just makes a world of difference. I don’t want students to be afraid of economics. I want them to embrace it because it will make them better citizens, better consumers, better producers, and that’s going to make our economy better for all of us.”

Classes presented in *The Economics Classroom: Supply and Demand* (Workshop 2); *Market Simulation* (Workshop 2)

Colonel Dick Rankin was a career military officer. A graduate of the Virginia Military Institute, he taught economics and was the course director for sophomore economics at West Point. After he retired from the service, he began teaching at Iolani High School in Honolulu, Hawaii. He has coached a number of award-winning student economics teams, including an Economics Challenge National final-four team, and three Western Region Championship teams. Rankin has been the recipient of many awards, including U.S. Military Academy Department of Social Science Teacher of the Year, 1983; Hawaii State Economics Teacher of the Year, 2000; Western Region Economics Teacher of the Year, 2001; and the National Economics Teacher of the Year, 2001.

“I think economics is an extremely important subject. It’s a life-long skill that should be learned sooner rather than later. It is critical to get a handle on what makes our economy tick early on in your life and to understand the importance of decision-making. After all, economics really is about decision-making. Every decision you make doesn’t just have benefits, it has costs as well. And to weigh the costs and benefits, to think critically about those decisions, is going to make a person make the right decisions. I think it’s important to know economics on a personal level. I think to be an informed voter, economics is extremely important.”

Class presented in *The Economics Classroom: Shifts in Supply and Demand* (Workshop 2)

Steve Reich is an experienced teacher with over 17 years presenting economics and personal finance. While he had some minimal college course work in economics, he, like many teachers, had to learn on the job. He teaches at Valhalla High School in Valhalla, New York.

“When I first started teaching economics, I had only taken one class in economics and I was basically reading the textbook and trying to figure out what it was I was going to teach the next day. I was just out of college and I think they were looking for a large male who was also schooled in football. I was a social studies teacher. I had a history and an English degree. Economics was the job and they said, ‘Can you teach it?’ And I said, ‘Absolutely,’ and went right to it and did it.”

Classes presented in *The Economics Classroom: Incentives* (Workshop 1); *Incentives and Public Policy* (Workshop 3)

About the Contributors, cont'd.

Eliot Scher has been teaching economics for over 20 years, and like many of the other exceptional teachers we see in this series, his economics career began almost by accident. He teaches at White Plains High School in White Plains, New York.

"It was 1980 and we wanted to implement an economics program. Our department chairperson came to us and said, 'Who wants to teach economics?' and nobody knew anything about economics. They offered us some money for writing the curriculum and here I was, I was a young father [who] needed a couple of bucks and so I said to him, 'Hey, I'll write the curriculum.' And we sat down (it was one other person and myself) to write the curriculum and we had no idea where to begin. We looked at the State of Oregon's economics curriculum. So we said, 'We found this great curriculum out in Oregon and we think it looks pretty good,' and we implemented the Oregon economics program and it stuck."

Classes presented in *The Economics Classroom*: Stock Market (Workshop 4); Inflation (Workshop 6); Open Market Operations (Workshop 7); Fed Challenge Team (Workshop 7)

Elaine Schwartz teaches at Kent Place School, a private girls' school in Summit, New Jersey that was founded over 100 years ago. Currently, her economics class, which is an elective, is composed of 18 seniors. She is also the author of two economics textbooks.

"I perceive economics to provide a fundamental outlook for all of us in our personal lives, at work and as voters. And with that in mind—with the idea that decisions always involve tradeoffs, that people respond to incentives, that people go and they trade—they buy when they think they're going to get individual gain. All of these basic ideas are at the heart of what thinking economically is about. I perceive economics as a critical, critical area for students to learn about when they're at the high school level."

Classes presented in *The Economics Classroom*: Opportunity Cost (Workshop 1); Trade-Offs (Workshop 1); Protectionism (Workshop 5)

Greg Smith is a social studies teacher with a master's degree in American history. At Hastings-on-Hudson High School in Hastings-on-Hudson, New York, he teaches economics, a curriculum requirement, to mainstream students, as well as at-risk students, such as the class shown in this workshop.

"When we start the class, I'm getting some of the basic economic principles down, so they have that as a core foundation—a key vocabulary for them. The responses in the beginning are mixed. Some of them take an interest [in] it. Others think it's boring. But I noticed as the class progresses they seem to take more stock in what they do and they become more interested in what we're doing in class. As the year progresses they start to see the relevance. It's not something that I can teach in one 40-minute class or one 80-minute class to show them the relevance. It's something that I have to build upon, with the hope that by the end of the semester they come to see that."

Class presented in *The Economics Classroom*: Monetary Policy (Workshop 7)

Anna Vanlandingham has taught in Mississippi and now teaches at Lake Mary High School in Lake Mary, Florida. Like many other experienced teachers, she was recruited to teach economics. Her school needed an assistant basketball coach and economics teacher and she accepted. More than 20 years later, she is one of Florida's most experienced high school economics teachers. Her awards include the 2001 Regional NASDAQ Economics Educator of the Year; Florida Council on Economic Education Economics Educator of the Year, 2002; and the 2001 Florida Junior Achievement Economics Educator of the Year.

"When a new teacher is starting out with hands-on activities it can be difficult. One of the first things that you have to accept with hands-on is you don't have complete control of your classroom. Most beginning teachers are not equipped for that. When you're a new teacher you're not real confident, so it makes you want to be more in control of everything. Another thing is you have to have confidence in yourself and listen to the students if you really want to make it interesting and make it good. Because I found that when I first started doing some of these things that my students had a lot of good suggestions, which improved my program. That confidence takes a couple of years of teaching to develop."

Class presented in *The Economics Classroom*: Gross Domestic Product (Workshop 6)

Helpful Hints

Conducting Successful Workshop Sessions

Utilize All the Workshop Components

The Economics Classroom consists of eight hour-long videos, *The Economics Classroom* Web site, and the materials in this guide. Each workshop is two hours long and consists of a one-hour video and a one-hour site discussion.

Designate a Facilitator

Each week one participant should be responsible for facilitating the workshop session. Another option is to appoint a facilitator and another participant to demonstrate a lesson. The facilitator does not need to be the same person each week. In fact, we recommend that participants rotate the role of facilitator on a weekly basis. The facilitator should bring the necessary materials to that workshop or make sure the materials are there.

Keep an Eye on the Time but Be Flexible

Each workshop consists of a one-hour video and a one-hour site discussion. The recommended format is to stop the video at designated times and conduct a discussion or lesson pertaining to the content just viewed. There is also time for Getting Ready and Closure. These times differ for each workshop. The times are approximate. Feel free to alter the discussions depending on your needs.

Note: If you are watching the video programs directly from the Annenberg/CPB Channel broadcast or via the Annenberg/CPB Channel Web stream, you will be unable to stop the program for discussions and activities. Therefore, you will need to alter the workshop session to discuss and hold group activities before and/or after watching the program.

Read the Lessons Before the Workshop

Each workshop involves discussing or demonstrating two sample lessons. To facilitate the use of the lessons, read them before the workshop. If the lesson is to be demonstrated, do not read the answers. It would also be helpful to designate a lesson facilitator the week before each workshop.

Try the Lessons in Your Classroom

Conduct the lessons in your classroom if you are currently covering that content. Share your experiences with your colleagues; be sure to discuss any changes you made in the lesson to meet the needs of your students.

Utilize the Web Site

You can find *The Economics Classroom* Web site at

www.learner.org/channel/workshops/economics.

The Web site offers lesson plans and links to other sources of information that are not found in this guide. On the Web site, you will find:

- About the Workshops
- Workshop Descriptions
- About the Teachers
- Support Materials (this guide in PDF file format)
- Channel-Talk (the email discussion list for this workshop)
- Resources
- Credits

There are also links to workshop registration, information on receiving graduate credit, the broadcast schedule of the video programs on the Annenberg/CPB Channel, and information on purchasing the video programs.

Helpful Hints, cont'd.

Make Choices

You may find that viewing the video, conducting the discussions, and demonstrating the lessons take more than two hours. We recommend that the facilitator make choices among the activities and decide which discussion items are most important for the participants. All activities and lessons spring from the videos, so all choices will be appropriate to the content.

Workshop 8

Growth and Entrepreneurship

Description

The key to improving a nation's standard of living is economic growth. Economic growth is a rise in the real per capita GDP of a country. Important factors in increasing economic growth include investment in new factories and machinery; development of new technologies; and investment in the health, education, and training of a nation's people.

A market economy creates incentives for economic growth. Profit is an incentive for entrepreneurs to take risks in developing new products and production methods. Patents and copyrights also provide incentives to innovate.

Jay Grenawalt, from George Washington High School in Denver, leads off the workshop session with an activity that dramatically illustrates the keys to economic growth. This segment is followed by practical lessons in entrepreneurship with Mark Melkonian, a teacher at the High School of Economics and Finance in New York. Ted Hartsoe, from Choate Rosemary Hall in Wallingford, Connecticut, relates entrepreneurship to the broader economy. Finally, from the High School of Economics and Finance in New York, Ghandi Moussa discusses with his students the incentives for innovation created by patents and copyrights.

Key Concepts

- Economic growth improves the standard of living of a nation's people.
- The sources of economic growth include technological advancement, investment in capital equipment, investment in worker skills, and incentives to innovate and work productively.
- Profits provide incentives to businesses and individuals to increase wealth.
- Entrepreneurs take risks to improve products and to make resources more productive.
- Patents and copyrights are incentives that encourage future production.

Voluntary National Content Standards in Economics

The activities shown in this video illustrate the following standards:

- Entrepreneurs are people who take the risks of organizing productive resources to make goods and services. Profit is an important incentive that leads entrepreneurs to accept the risks of business failures. (Content Standard 14)
- Investment in factories, machinery, new technology, and in the health, education, and training of people can raise future standards of living. (Content Standard 15)

Workshop Session

Getting Ready (20 minutes)

Form groups to work on Activity 1 in Lesson 8.1, "Rich Nation, Poor Nation." Each group member should read Activity 1. Then the group should rank the nations from richest to poorest. Discuss the rankings among the groups. Read Activity 2. How successful were the groups in ranking the mystery nations? Discuss the factors that influenced your rankings. If you guessed wrong, what misled you?

Watching and Discussing the Video (90 minutes)

1. View Section One (what makes countries rich?). (15 minutes)
2. Discuss the "Mystery Nations" lesson that Jay Grenawalt used. (10 minutes)
 - How did Jay's lesson differ from the lesson everyone did at the beginning of the workshop?
 - What improvements can you suggest to this lesson?
 - What misconceptions might your students have about the factors that make nations rich or poor? How would you deal with these in class? Look at Visual 1. Go around the room and have each participant describe how he or she might explain one of the factors so students can understand it. Are any factors that contribute to economic growth missing from the list?
3. View Section Two (entrepreneurs) and Section Three (business and finance). (25 minutes)
4. Form small groups and discuss the following questions: (15 minutes)
 - How would a good student business plan differ from a poor student business plan?
 - What are the advantages and disadvantages of using student reports, such as the business plan presentations in Mark Melkonian's class, to teach economics?
 - What are the advantages and disadvantages of using case studies, such as the ones used in Ted Hartsoe's class, to teach economics?
 - Ted examined entrepreneurship as an academic concept while Mark's students developed specific plans. Which technique do you think would work better with your classes? Why?
 - Lesson 8.2, "Can I Become an Entrepreneur?" examines important traits that can make an entrepreneur successful. Can these traits be taught in a class, or are they traits that cannot be taught?
5. View Section Four (patents and copyrights). (15 minutes)
6. Discuss Section Four. (10 minutes)
 - What is the purpose of patents and copyrights in a market economy?
 - How does the fact that patents and copyrights are not honored in some countries hurt the economies of those countries?
 - True, false, or uncertain? Why?

"Napster provided some benefits to consumers that expensive CDs purchased in stores do without hurting the economy."
 - What examples and case studies do you use in your classes to teach about patents and copyrights?

Workshop Session, cont'd.

Closure (10 minutes)

Go around the room and discuss the differences and similarities between teaching techniques and characteristics of the students at each of the following:

- Jay Grenawalt's class at a public school in Denver (Section One).
- Mark Melkonian's class at a public school in New York (Section Two).
- Ted Hartsoe's class at a private school in Connecticut (Section Three).
- Ghandi Moussa's class at the same public school as Mark in New York (Section Four).

Lesson 8.1: Mystery Nations

"Mystery Nations" is from *Capstone II*, by Jane Lopus, John S. Morton, Robert Reinke, Mark C. Schug, and Donald Wentworth, National Council on Economic Education, to be published in 2003.

Overview

The debate on globalization often centers on why some nations are rich and others remain in poverty. A nation's wealth affects the standard of living of its citizens. The key to economic prosperity is long-term economic growth.

In this lesson, students work in groups to examine data from several nations regarding size, natural resources, and population. Using these data, they try to identify the nations and predict whether each nation is rich or poor. Students rank the nations from richest to poorest. After the mystery nations' identities are revealed, students discuss economists' findings about factors that contribute most to long-term economic growth.

Materials

- Activity 1: Rich Nation/Poor Nation
- Activity 2: Mystery Nations Revealed
- Visual 1: Factors Contributing to Long-Term Economic Growth

Procedures

1. Explain to the class that in this lesson they will predict which nations of the world are wealthy and which are not, using data on each nation's size, natural resources, and population.
2. Divide the class into groups of three.
3. Give each group a copy of Activity 1. The students must identify the five nations and rank them from richest to poorest.
4. Have each group report its findings to the class. Discuss why they ranked the countries the way they did. Most will focus on the amount of natural resources.
5. Use Activity 2 to reveal the mystery nations.
6. Have the students answer the following questions, but do not comment on their answers until everyone has had a chance to answer.
 - a. How can some nations with few natural resources, such as Japan and Singapore, be relative wealthy?
 - b. How can other nations with vast amounts of natural resources, such as Nigeria and Russia, be relatively poor?
7. Explain that some economists call this problem "the natural resources paradox." Natural resources have certainly contributed to the economic success of some nations, including the United States, South Africa, and the oil-rich nations of the Middle East. But there are many examples of nations, such as Japan and Singapore, that have achieved great economic success with relatively few natural resources. And some nations with vast stocks of natural resources, such as Nigeria and Russia, remain relatively poor. In a class brainstorming session, have the students list other factors that might promote or discourage long-term economic growth and high standards of living.

Lesson 8.1, cont'd.

8. Project Visual 1 and discuss the major points:

- **High investment levels in physical and human capital.** Investments in both physical capital (factories and machines) and human capital (the health, education, and training of workers) promote long-term economic growth. Both are also related to the widespread use of new technologies, which often require new machinery and the training of workers. Over the past two centuries, technological innovation has been the single most important determinant of economic growth, followed closely by investments in physical and human capital. Wealthier nations are usually in a better position to fund additional investments in human and physical capital, but less developed nations often present other opportunities for new investments. For example, lower levels of incomes mean that labor costs are lower in those nations, and it is often possible to transfer new technologies and production methods from wealthier nations to the poorer nations.
- **Strong incentives to save, invest, and increase productivity.** Successful economies have institutions that encourage saving and investment. Saving means not spending all of the nation's income for the current consumption of goods and services. Resources that are consumed today can't be used for investment, and vice versa. But successful investments lead to higher future levels of production, income, and consumption.
- **Competitive markets.** Competitive markets generate innovation and lower prices.
- **Low inflation.** A stable currency (low levels of inflation) enhances incentives by maintaining the value of financial assets, which encourages saving and investment. Preventing inflation also keeps people's efforts directed at work, saving, and investing, rather than searching for ways to protect their assets from the effects of inflation.
- **Political stability.** Political stability means a change in government won't cause confiscation of its citizens' property. That is an incentive for long-term investment.
- **Free trade.** The high-income nations of the world are heavily involved in world trade. In fact, the United States is both the wealthiest nation in the world and the world's largest trader. Canada, Germany, the United Kingdom, Japan, France, Singapore, and Hong Kong are also heavily engaged in international trade. Trading leads nations to specialize in the production and export of the goods and services they can produce at the lowest opportunity cost. Trading those exports for other products that can be produced at a lower cost in other nations reduces the total cost of production and allows higher levels of consumption worldwide. Free trade also results in increased competition, which keeps prices lower for consumers and helps ensure that businesses are responsive to consumer demand. Levels of trade have increased dramatically over the past 25 years. As much as one-third of U.S. economic growth during the 1990s was attributed to the international trade sector of the economy. Nevertheless, international trade is controversial because it adversely affects businesses that must compete with foreign producers.

Lesson 8.1: Activity 1

Rich Nation/Poor Nation

You are secret agents assigned to find out if a country is rich or poor. From the information below, identify each country. Then rank the countries from richest to poorest. After you complete this activity, we will see how good a secret agent you are.

Country A

- Size: Three-tenths the size of the United States
- Population: 37,000,000 (small for a nation this size)
- Natural Resources: Rich resources with fertile land and minerals such as lead, zinc, tin, copper, iron ore, oil, and uranium

Country B

- Size: About the size of California
- Population: 127,000,000
- Natural Resources: Fish, no mineral resources

Country C

- Size: Twice the size of California
- Population: 127,000,000
- Natural Resources: Vast resources including oil, tin, iron ore, coal, limestone, lead, zinc, and natural gas

Country D

- Size: 1.8 times the size of the United States
- Population: 145,000,000
- Natural Resources: Vast resources with major deposits of oil, natural gas and coal; many strategic minerals; vast timber supplies

Country E

- Size: 3.5 times larger than Washington, D.C.
- Population: 4,000,000
- Natural Resources: Fish; deepwater port

Identify the five countries and rank them in order, with the richest country being "1" and the poorest country "5." Write the letter of the country used in the list above along with the name of the country.

	Richest	Country Letter	Country Name
	1.	_____	_____
	2.	_____	_____
	3.	_____	_____
	4.	_____	_____
	5.	_____	_____
	Poorest		

Mystery Nations Revealed

Country A

Name of country: Argentina
Population: 37,384,816
Per capita GDP: \$12,900
Life expectancy: 75.26 years
Literacy rate: 96.2%
Infant mortality rate: 17.75/1,000

Country B

Name of country: Japan
Population: 126,771,662
Per capita GDP: \$24,900
Life expectancy: 80.8 years
Literacy rate: 99%
Infant mortality rate: 3.88/1,000

Country C

Name of country: Nigeria
Population: 126,635,626
Per capita GDP: \$950
Life expectancy: 51.07 years
Literacy rate: 57.1%
Infant mortality rate: 73.34/1,000

Country D

Name of country: Russia
Population: 145,470,197
Per capita GDP: \$7,700
Life expectancy: 67.34 years
Literacy rate: 98%
Infant mortality rate: 20.05/1,000

Country E

Name of country: Singapore
Population: 4,300,419
Per capita GDP: \$26,500
Life expectancy: 83.35 years
Literacy rate: 93.5%
Infant mortality rate: 3.62/1,000

All data from *CIA World Factbook 2001*, www.odci.gov.

Factors Contributing to Long-Term Economic Growth

- High investment levels in physical and human capital
- Strong incentives to save, invest, and increase productivity (including property rights)
- Competitive markets
- Low inflation
- Political stability
- Free trade

Lesson 8.2: Can I Become an Entrepreneur?

"Can I Become an Entrepreneur?" is adapted from a lesson in *Economics and Entrepreneurship*, by John E. Clow, Carolyn R. Holleran, Calvin A. Kent, Gary Rabbior, Francis W. Rushing, and Alan Stafford, National Council on Economic Education, 1993.

Overview

Entrepreneurs tend to exhibit some unique "packages" of characteristics that distinguish them from other people in the economy. Their principal motivations are the need for achievement and a strong desire for independence.

Although money is important—and no entrepreneur launches an initiative with the expectation of going broke—the earning of money tends to be a secondary consideration. Money tends to serve more as a barometer of success and accomplishment than as a goal in and of itself.

Generally, the following characteristics are common among entrepreneurs: independent, responsible, goal-oriented, self-confident, creative, and willing to take calculated, somewhat controllable risks. Deficiencies in any one of these characteristics tend to limit entrepreneurial activity.

The most essential characteristic of an entrepreneur is self-confidence, or what psychologists call "inner control." This is simply a belief in oneself, a belief that "I can do it." Entrepreneurs consider their ideas worthy of pursuit and themselves capable of seeing the venture through to a successful conclusion. Entrepreneurs are agents of change. If entrepreneurs do not believe in themselves, they are likely to abandon the effort when faced with resistance.

While research has revealed a number of characteristics and traits that are common to successful entrepreneurs, it has also shown that many of these skills and traits can be acquired. Entrepreneurs develop their abilities through education, training, experience, apprenticeships, and role-modeling, all of which assist them in their entrepreneurial ventures.

It is important for potential entrepreneurs to acquire personal insight into their own abilities, strengths, and weaknesses. Anyone exploring entrepreneurship should develop a personal profile to focus their abilities and to pursue initiatives compatible with their strengths rather than their weaknesses.

Materials

- Activity 1: Important Traits for the Entrepreneur
- Activity 2: Ratings of Traits by Entrepreneurs

Procedures

1. Distribute Activity 1. After discussing the various traits to assure that students understand their meaning, ask students to place an "X" in the appropriate box for each trait.
2. Tabulate the students' ratings of the traits. Add the numbers assigned to each trait by each student. The higher the total figure for each trait, the more important its ranking.
3. Distribute Activity 2. Compare students' ratings with the list given by entrepreneurs. Numbers in parentheses correspond with numbers on Activity 1. Discuss the three levels of traits. Be sure that each student is able to define these characteristics.
4. Have students discuss whether they have the characteristics necessary to be an entrepreneur.

Lesson 8.2: Activity 1

Important Traits for the Entrepreneur

Rate the traits below in terms of how important you think they are for entrepreneurial success.

A "1" would indicate that you believe the trait is *relatively unimportant*.

A "2" would indicate that you believe the trait is *somewhat important*.

A "3" would indicate that you believe the trait is *very important*.

Not important	Somewhat important	Very important	Quality or trait
1	2	3	
_____	_____	_____	1. A high level of energy
_____	_____	_____	2. Good physical health
_____	_____	_____	3. A strong need to achieve
_____	_____	_____	4. A willingness to take risks
_____	_____	_____	5. A desire to create
_____	_____	_____	6. A need to closely associate with others
_____	_____	_____	7. A strong desire for money
_____	_____	_____	8. A willingness to tolerate uncertainty
_____	_____	_____	9. An ability to get along with employees
_____	_____	_____	10. Being well organized
_____	_____	_____	11. Self-reliance
_____	_____	_____	12. A need for power
_____	_____	_____	13. Patience
_____	_____	_____	14. Competitiveness
_____	_____	_____	15. Desire and willingness to take the initiative
_____	_____	_____	16. Self-confidence
_____	_____	_____	17. Versatility (ability to do many things)
_____	_____	_____	18. Perseverance (sticking at something difficult)
_____	_____	_____	19. Innovativeness (willingness and ability to do something untried)
_____	_____	_____	20. Ability to lead effectively

Ratings of Traits by Entrepreneurs

A. Most Important for Success

- Perseverance (18)
- Desire and willingness to take the initiative (15)
- Competitiveness (14)
- Self-reliance (11)
- A strong need to achieve (3)
- Self-confidence (16)
- Good physical health (2)

B. Important for Success

- A willingness to take risks (4)
- A high level of energy (1)
- The ability to get along with employees (9)
- Versatility (17)
- A desire to create (5)
- Innovativeness (19)

C. Least Important for Success

- Ability to lead effectively (20)
- A willingness to tolerate uncertainty (8)
- A strong desire for money (7)
- Patience (13)
- Being well organized (10)
- A need for power (12)
- A need to closely associate with others (6)

The numbers in parentheses correspond with the numerical listing shown in Activity 1.

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