05 Firm Behavior and Market Structures 2

Content Area: **Social Studies**
Course(s): **AP Economics**
Time Period: **Semester 1**
Length: **2 weeks**
Status: **Published**

Standards

6.1.16	Contemporary United States: Interconnected Global Society (1970–Today)
6.1.12.EconGE.16.a	Use quantitative data and other sources to assess the impact of international trade, global business organizations, and overseas competition on the United States economy and workforce.
6.1.12.EconNE.16.a	Make evidenced-base inferences regarding the impact of technology on the global workforce and on entrepreneurship.
6.1.12.EconNE.16.b	Evaluate the economic, political, and social impact of new and emerging technologies on individuals and nations.
6.2.12.EconET.5.a	Compare and contrast free market capitalism and Western European democratic socialism with Soviet communism.
6.2.12.EconET.5.b	Articulate a point of view which assesses the reasons for and consequences of the growth of communism and shift toward a market economy in China.
6.2.12.EconGE.5.a	Evaluate the role of the petroleum industry in world politics, the global economy, and the environment.
6.3	Active Citizenship in the 21st Century
6.3.12.EconGE.1	Participate in a simulated meeting (e.g., President's Council, World Bank, International Monetary Fund (IMF), research evidence from multiple sources about an economic problem (e.g., inflation, unemployment, deficit), and develop a plan of action.

Enduring Understandings

1. Since prices are hard to affect in a competitive market, businesses focus on productivity and cost-cutting.
2. Governments might regulate monopolies rather than eliminate them in the interest of serving the public.
3. Since firms have little control over the price of their good, advertising and product differentiation become very important.

Essential Questions

1. How do basic economic concepts help explain real-world outcomes?
2. What are the nature and functions of markets?
3. What roles and impacts do governments have on an economy?
4. How do different types of costs (fixed, variable, marginal, average) influence a firm's production decisions in the short run and long run?
5. How does the structure of a market impact the prices consumers pay and the variety of goods and

services available?

Knowledge and Skills

Students will be able to.....

1. Distinguish among the four categories of market structure and graph them correctly
    - Oligopoly
    - Monopolistic Competition
2. Construct side-by-side market and firm graphs illustrating how market price affects firm demand
3. Identify and explain the profit-maximizing level of output on graphs of costs and revenue curves
4. Distinguish among the possible outcomes of firms in a market:
    - Economic profits
    - Normal profits
    - Loss
    - Shut-down
5. Apply game theory to decision-making in oligopolistic competition

Transfer Goals

Students will be able to independently.....

1. Use economic concepts and approaches to affect their personal decision making and to help them make sense of the real world economy
2. Identify and invest (or disinvest) in industries and businesses based on their economic fundamentals

Resources

Textbook:

Krugman's Economics for AP by University Paul Krugman (Adapter), Robin Wells (Adapter), Professor Margaret Ray (Author), David Anderson (Author).

Supplemental Readings/Sources:

ACDC Worksheets and PowerPoints

Articles from the Economist

Economics By Example Readings

FRQs and Practice Multiple Choice Questions

Review Book: 5 Steps to a 5

Ultimate Review Guide

Amsco Review Book

Additional Resources from WH databases, and articles connected to the content, including primary readings, historiography, and secondary sources.

Internet/Digital Sources:

ACDC Youtube Video Clips

Crashcourse Economics Video Clips

AP Classroom Resources

Albert IO

Khan Academy

News publications, including but not limited to NYTimes, Washington Post.

Upfront Magazine

Pear Deck

Albert i.o.

WH Databases, AI (Gemini, Copilot, Magicshoolai), Pear Deck

Web-based resources including but not limited to digital media (SIFT method), primary sources, peer reviews, historical documents and writings of historians

Assessments

https://docs.google.com/document/d/1mKgdwpriGuRcVHIVCJUdBEk7lih12Q0ckKSTC4TMUXs/edit

Modifications

https://docs.google.com/document/d/1ODqaPP69YkcFiyG72fIT8XsUIe3K1VSG7nxuc4CpCec/edit?tab=t.0