Unit 02: The Stock Market

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.C.1	Compare and contrast the financial benefits of different products and services offered by a variety of financial institutions.
PFL.9.1.12.D.1	Calculate short- and long-term returns on various investments (e.g., stocks, bonds, mutual funds, IRAs, deferred pension plans, and so on).
PFL.9.1.12.D.4	Assess factors that influence financial planning.
PFL.9.1.12.D.5	Justify the use of savings and investment options to meet targeted goals.
PFL.9.1.12.D.9	Relate savings and investment results to achievement of financial goals.
PFL.9.1.12.D.10	Differentiate among various investment products and savings vehicles and how to use them most effectively.
PFL.9.1.12.D.13	Determine the impact of various market events on stock market prices and on other savings and investments.

Enduring Understanding

Students will understand that stock investing comes with both greater risk and greater potential reward.

Investing in stock is often viewed as one of the best ways to build up your personal wealth and reach your long-term financial goals.

Essential Questions

- What does it mean to own stock?
- What are the risks of investing my money in the stock market?
- How do I analyze the performance of individual stock over time?
- What are the long-term trends in the stock market

Knowledge and Skills

Students will be able to:

- Explain what the stock market is and why companies and investors choose to participate in the stock market
- Summarize long-term trends in the stock market
- Experience why it can be difficult to predict trends in the stock market
- Learn about the structure of a popular index composed of the largest companies in the U.S. -- the S&P 500
- Explain what stocks are and how to make money from investing in them
- Read a stock quote and evaluate a stock's performance over time
- Analyze the performance (ROI) of individual stocks over time
- Discuss how a person's risk tolerance influences their investment decisions
- Define technical and fundamental analysis and their importance in investing
- Calculate and interpret common financial ratios
- Evaluate a company's competitive advantage and industry outlook
- Understand the difference between the NYSE and NASDAQ

Transfer Goal

Students will be able to discern the significance of economic, market and world news events as it relates to their own finances.

Students will apply their knowledge of investing fundamentals to meet their future life goals.

Resources

Curriculum is based on resources from NexGen Personal Finance (NGPF), along with online resources such as Yahoo Finance, Investopedia, The Stock Market Game, and How The Market Works.