

Course Objectives

Unit 1, Economics and You (Weeks 1-2)

Students will be able to:

- Understand how an individual functions as a worker, consumer and citizen in both a national and global economy
- Understand how they function within the economic systems of capitalism, communism and socialism
- Understand supply and demand and how it effects their lives

Unit 2, Buying Unit (Weeks 3-5)

Students will be able to:

- Understand the decision making process and how it affects consumer choices
- Analyze advertising techniques with their personal buying decisions
- Make educated decisions while working with salespeople
- Understand the importance of a shopping list
- Utilize the Internet to comparison shop
- Understand how to read standards, labels, and brands

Course Description

The objective of this state-required course is to show how to become an informed consumer and how to gain more for one's money. The student will learn to become a responsible consumer, learning why we buy what we buy and how to make sound consumer decisions. The student will learn to stand up for one's rights in the marketplace as well as how to use credit wisely. A student will set up a spending plan, run a checking account, and understand how to invest one's future income. Finally, the student will learn how to apply all these consumer principles to gain the most satisfaction with one's purchasing power.

After completion of the course students will be able to:

1. Understand economic concepts
2. Make sound purchasing decisions
3. Succeed/career search process
4. Manage personal finances
5. Understand banking/investing services
6. Value the importance of insurance

Lake Zurich Business Education

Curriculum Brochure

Consumer Education



Phone: 847-540-4665

Voice Mail: 847-540-4301

Email: darren.rothermel@lz95.org

Mr. Darren Rothermel

Consumer Education

Career Week /Interview Project (Week 6)

Students will be able to:

- Write a resume, cover letter, and thank-you letter
- Fill out a job application
- Develop and practice interviewing skills that will be implemented in future settings

Unit 3 Money Management (Weeks 7-9)

Students will be able to:

- Define and operate a spending plan
- Explain the function of credit
- Understand how to properly use credit
- Incorporate credit into their spending plan
- Learn how to protect against identity theft
- Learn how to find personal credit scores
- Understand the importance of credit ratings

Unit 4, Rights of the Consumer (Weeks 10-12)

Students will be able to:

- Understand how to enter into a legal contract
- Understand warranties, legal rights, and the obligations of being a consumer
- Identify the “Consumer Bill of Rights”
- Identify and utilize the governmental agencies set up to protect and aid a consumer
- Understand how to obtain legal advice
- Understand the process of litigation against a company
- Learn how to effectively complain to stand up for their own personal consumer rights
- Write a letter of complaint

Unit 5, Banking Services (Weeks 13-15)

Students will be able to:

- Explain the functions of money and of financial institutions
- Identify banking services
- Identify and understand different kinds of investments
- Open/operate a checking account
- Understand the organization of the Federal Reserve System

Unit 6, Insurance (Weeks 16-18)

Students will be able to:

- Understand how insurance works
- Understand risk
- Identify the different forms of Life, Health, Automobile, and Property Insurance
- Understand the Social Insurance System of the United States