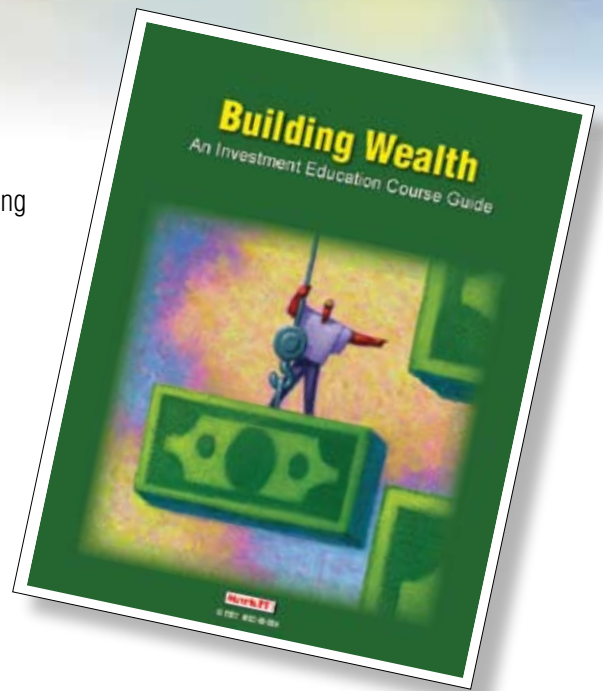


## Building Wealth Comprehensive Course Guide and Quick Study LAP Modules

Here's a comprehensive, one-semester course designed to teach the basics of investing from a long-term perspective. The course will:

- Help students understand the time-value concept that drives most investing
- Encourage students to save
- Focus student thinking on a long-term strategy
- Clearly illustrate how nearly anyone can build wealth
- Highlight the career opportunities in the investment community

The Building Wealth course is designed for high school seniors and college students but is a challenging, upscale course intended for all students. Use it to build a broader base of interest in your business and marketing programs. See the reverse side for a complete list of Quick Study (QS) LAP modules.



### Building Wealth funding made possible through financial support of

*The New York Stock Exchange  
Education Foundation*

*BetterInvesting (National Association  
of Investors Corporation)*

*Funding provided in part by DECA.*

Building Wealth focuses on direct investment in the stock market set against the backdrop of a broad discussion of investment opportunities. Students will come away from the course with enough basic investment knowledge to understand the need for diversified investments, the value of investing regularly and for the long run, and the importance of beginning to invest *now*.

*“The information is really comprehensive to investing in the stock market. The course guide provides goals and objectives for students to achieve.”* —D. Hoff

*“The course guide is basically everything you need to run a successful financial literacy course.”* —J. Pruefer

*“...fantastic information and resources! The course guide is very easy to understand and is well planned and laid out. Helpful features were the PowerPoint slides, student handouts and teacher's guides.”* —M. Peetz

# Building Wealth Pricing Guide

## Quick Study (QS) LAP Modules

Each QS LAP module includes a full-color, four-page student handout with CopyIT! permission and a comprehensive Instructor's Guide with key discussion points and 10-question multiple-choice quiz. The Building Wealth QS LAPs are supported by an *optional* Presentation CD (PowerPoint) that includes 22 separate presentations corresponding with each LAP module. *It is recommended that these modules be used in conjunction with the Building Wealth course guide.*

Complete LAP (student and instructor) Quantity Ordered		
ClassPack (set of 25 student LAPs)		
▼	▼	▼
Catalog Number	Title, Copyright ©2007	Topic
_____	LAP-QS-030-S.....Supersize Your Money .....	Need to Save and Invest
_____	LAP-QS-031-S.....Set Yourself Up .....	Setting Financial Goals
_____	LAP-QS-032-S.....Risky Business.....	Types of Investments
_____	LAP-QS-033-S.....The Name's Bond.....	Nature of Bonds
_____	LAP-QS-034-S.....Stock Up for the Future .....	Nature of Stocks
_____	LAP-QS-035-S.....Mutual Attraction .....	Nature of Mutual Funds
_____	LAP-QS-036-S.....The Source is With You.....	Finding and Evaluating Securities Information
_____	LAP-QS-037-S.....Table Talk .....	Reading Stock Tables
_____	LAP-QS-038-S.....Go Figure!.....	Information in Financial Statements
_____	LAP-QS-039-S.....The (Somewhat) Straight Story .....	Information Found in Annual Reports
_____	LAP-QS-040-S.....Swing Hi, Swing LO .....	Causes of Stock Price Fluctuations
_____	LAP-QS-041-S.....Suits Me! .....	Investment Selection Factors
_____	LAP-QS-042-S.....Check the Vital Signs.....	Fundamental Analysis Used in Investing
_____	LAP-QS-043-S.....Go Figure, The Sequel .....	Interpret Financial Ratios for Investment
_____	LAP-QS-044-S.....Get to the Heart of It .....	Assess Securities' Fundamentals
_____	LAP-QS-045-S.....Get a Game Plan .....	Strategies for Selecting Investments
_____	LAP-QS-046-S.....Pick and Choose.....	Choose Investments
_____	LAP-QS-047-S.....Buy and Sell.....	How Securities Are Traded
_____	LAP-QS-048-S.....Inquire Before You Hire.....	Considerations in Selecting a Securities Sales Agent
_____	LAP-QS-049-S.....In It to Win It.....	Nature of Market Timing
_____	LAP-QS-050-S.....Play by the Rules .....	Legal and Ethical Aspects of the Stock Market
_____	LAP-QS-051-S.....Careers in the Money .....	Careers in Financial Services
_____	<b>Total</b>	

### Comprehensive Course Package

- Comprehensive Course Guide (with continuing project)
- Quick Study (QS) LAP Module (4-page, 4-color student handout with CopyIT! permission) for each course concept (22 total)
- Comprehensive Instructor's Guide for each course concept (includes discussion points and 10-question multiple-choice quiz)
- Presentation CD (PowerPoint) with all course concepts

PK06-BW-001-S...\$499.00 (Member: \$399.00)

### Comprehensive Course Package with ClassPack

Includes complete course package above plus 25 copies of each 4-color student handout.

PK06-BW-002-S...\$579.00 (Member: \$489.00)

### Additional Purchase Options

**Individual, complete QS LAP:** (use checklist above)  
\$25.00 (Member: \$20.00)

**ClassPack** (Package of 25 student handouts for a single QS LAP module): (use checklist above)  
\$17.95 (Member: \$15.95)

**PowerPoint** (1 CD with 22 presentations)  
PSW-BW-001-S...\$179.00 (Member: \$149.00)

**Course Guide** (only)  
MSC-06-004-S...\$89.00 (Member: \$69.00)



MBAResearch  
1375 King Ave., Columbus, OH 43212  
800.448.0398 / Fax: 614.486.1819  
www.MBAResearch.org