

Economics

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LAP Modules

New! Are You Satisfied? (Economics and Economic Activities)

Writing down everything that you want isn't easy. That's because we all have unlimited, competing wants, but our resources are limited. As a result, we must learn to make wise economic choices. Economics is all about decision-making—determining how to get the most satisfaction with the fewest resources. ©2010. Recommended: HS

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Are You Satisfied? (PowerPoint)

PSW-EC-006-4...\$49.95 (Member: \$35.95)

New! Be Resourceful (Economic Resources)

Economic resources (factors of production) enable businesses to produce the goods and services that consumers want. Regardless of product or size, a significant consideration in a business' success is its ability to choose and use the best combination of economic resources, including natural and human resources, and capital goods. ©2010. Recommended: HS

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Be Resourceful (PowerPoint)

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Beyond US (International Trade)

There's more to international trade than buying and selling. Discover how currency values, competition, protectionism, and other issues affect a business's ability to trade globally. ©2005. Recommended: HS/PS

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Beyond US (PowerPoint)

PSW-EC-004-4...\$49.95 (Member: \$35.95)

Business Connections (Business and Society)

Businesses have an important role in our society. They are not isolated; rather, they have unique responsibilities and interests. Discover more about the relationship between business and society. ©2009. Recommended: HS

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Business Connections (PowerPoint)

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LAP Modules (Continued)

New! Business Cycles

What do your students know about business cycles? Can they explain the difference between a peak and a trough? Expansion and contraction? A recession and a depression? Help your students learn about the phases of a business cycle, internal and external causes of business cycles, and ways in which business cycles impact producers and consumers in our economy. ©2010. Recommended: HS/PS

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Business Cycles (PowerPoint)

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Get the Goods on Goods and Services (Economic Goods and Services)

We all have wants. If you need to spend money to satisfy a want, it is considered an economic want. The "things" that people buy to satisfy their economic wants are economic goods and services. ©2009. Recommended: HS

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Get the Goods on Goods and Services (PowerPoint)

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It's the Law (Supply and Demand)

Why is it important for businesses to understand the law of supply and demand? If they don't, they may not have a supply of products available when consumers want to buy. Or, they might end up with more products than they can sell at a time when demand is low. ©2008. Recommended: HS

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It's the Law (PowerPoint)

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Lose, Win, or Draw (Business Risk)

Businesspeople have the right to risk everything. They can lose it all, or they can make a fortune. How they handle risk is important. ©2007. Recommended: HS

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Lose, Win, or Draw (PowerPoint)

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Make the Most of It (Productivity)

Productivity, the measure of how efficiently inputs are changed into outputs in a set time period, is vital for business success. If a business is not productive, it has little chance of survival in the global economy. ©2008. Recommended: HS

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Make the Most of It (PowerPoint)

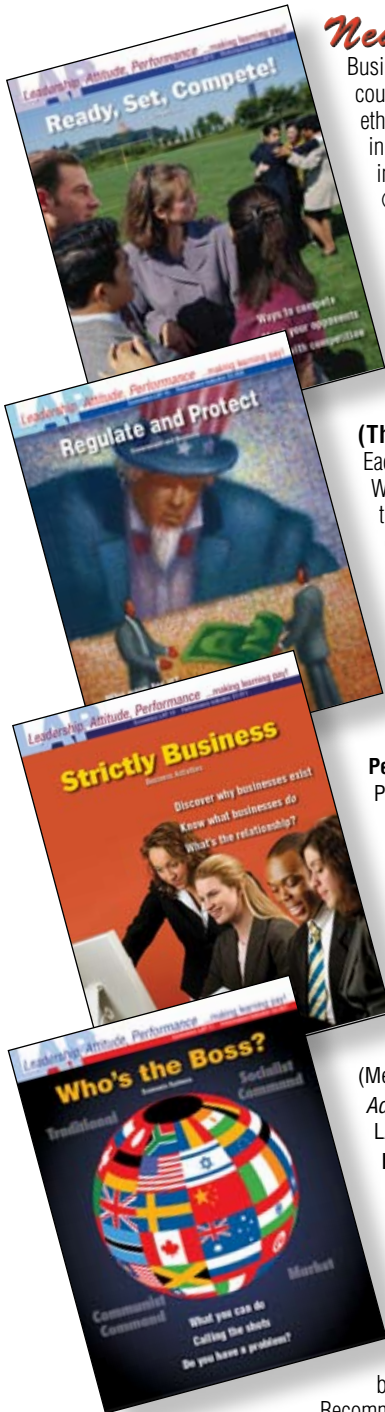
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New! On the Up and Up (Business Ethics)

Businesses often face ethical dilemmas where the right course of action is unclear. Sometimes, what seems ethical may conflict with a business's top priority—making money. That's why understanding business ethics is important for owners, managers, and employees alike. ©2010. Recommended: HS/PS

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On the Up and Up (PowerPoint)
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People Power (The Private Enterprise System)

Each economic system must answer three basic questions: What goods and services will be produced? How will these goods and services be produced? How will these goods and services be distributed to consumers? In a private enterprise economic system, these questions are answered by individuals and businesses, not by the government. ©2008. Recommended: HS

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People Power (PowerPoint)
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Ready, Set, Compete (Competition)

Competition—the rivalry among two or more businesses to attract scarce customer dollars—is a win-win situation for businesses, customers, and society. Competition encourages new businesses to enter the marketplace, provides customers with a wide selection of goods and services, and leads to a prosperous society. ©2009. Recommended: HS

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Ready, Set, Compete (PowerPoint)
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Regulate and Protect (Government and Business)

When the United States was born, government was not intended to have a hand in business. Over time, the role of government has changed. Learn why and how the government regulates and protects business in the private enterprise system. ©2009.

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Regulate and Protect (PowerPoint)
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Risk Rewarded (Profit)

What do you expect to get in return for your efforts? And, how can you tell if what you receive is enough? ©2006. Recommended: HS
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Risk Rewarded (PowerPoint)
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Strictly Business (Business Activities)

If you're flipping burgers at a fast-food restaurant, you might think your job is unimportant. Not so! You're helping the business achieve its goals. ©2007. Recommended: HS

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Strictly Business (PowerPoint)
PSW-EC-019-4...\$49.95 (Member: \$35.95)

Use It (Economic Utility)

If you can identify how satisfied a consumer is with a product, you are already using utility—whether you realize it or not! ©2006. Recommended: HS

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Use It (PowerPoint)
PSW-EC-013-4...\$49.95 (Member: \$35.95)

New! When More Is Less (Functions of Prices)

Price is a common topic of conversation among all types of consumers—individuals and businesses alike—but, why? Help your students to understand the importance of price, the functions of relative prices (information, incentives, and rationing), and the impact of supply and demand on the prices we pay for the products we buy. ©2010. Recommended: HS

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When More Is Less (PowerPoint)
PSW-EC-012-4...\$49.95 (Member: \$35.95)

New! Who's the Boss (Economic Systems)

Each of the four basic economic systems—traditional, communist, socialist, and market—has its own problems and its own way of answering three important economic questions: What will be produced? How will products be produced? How will products be allocated? ©2010. Recommended: HS

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New! Free-Market Capitalism Is So 20th-Century: A Debate

The recession of 2008 has cast serious doubt on whether free-market capitalism, an idea set that functioned reasonably well in the 20th century, is a healthy economic ideology to carry over into the 21st. Has free-market capitalism become an out-dated economic model? That is the question in this Oxford Union-style debate as panelists make their case. ©2009. Length: 106. Recommended: HS/PS.

DVD-09-186-4...\$129.95 (Member: \$123.45)



New! Slums and Money: A Socioeconomic Analysis

Patterns of urbanization and poverty are playing an increasingly heavy role in the debate over globalization and market regulation. In a hard-hitting analysis of the issues, this program assembles a wide-ranging set of opinions from scholars and experts—as well as from ordinary individuals around the world who face urban hardships and obstacles to their livelihoods every day. ©2009. Length: 45. Recommended: HS+/PS.

DVD-09-173-4...\$169.95 (Member: \$161.45)

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Agricultural Markets: Commodities and Contracts

In this PowerPoint® presentation, students are introduced to the world of commodities and contracts. Students will gain knowledge of the economic principles, such as supply and demand, associated with commodities and contracts and an insight into the different markets available to sell commodities and contracts. Examples of spot, forward and futures markets are provided, along with discussing hedgers and speculators. ©2009. Length: 42. Recommended: HS

PPT-09-005-4...\$69.00 (Member: \$65.55)

Business Cycle and Growth

This presentation discusses the four stages of the business cycle, specifically in greater detail the growth stage. ©2009. Length: 26. Recommended: HS

PPT-09-047-4...\$49.00 (Member: \$46.55)

Business Trends and Surveys

Business surveys are important marketing research tools which help companies gain imperative results from participants. The results can help companies determine present and future trends. This presentation discusses how trends and surveys are related and what each of them involves. A variety of survey methods and the trends they lead to are examined. ©2009. Length: 50. Recommended: HS

PPT-09-043-4...\$59.00 (Member: \$56.05)



Competition and Free Enterprise

The American market is based on the idea of capitalism, allowing for competition to arise among those offering similar products. In this presentation, the pros and cons of free enterprise are examined. The effect of competition on prices is explored. Also, capitalism and other economic systems are examined, allowing students to compare and contrast what they think is the most efficient. ©2009. Length: 34. Recommended: HS

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PowerPoints (Continued)

Determining Customer Needs

Customer needs are the motivating factor for companies to create and introduce new products. Discusses the importance of businesses and salespeople being able to recognize what customers need so they can create and sell those products. Various methods are discussed with examples of each. Explains the differences between needs and wants, how to overcome customer objections, reading body language, and a detailed description of the sales process. ©2009. Length: 43. Recommended: HS

PPT-09-117-4...\$59.00 (Member: \$56.05)

Developing Direct Mail Pieces

Describes the benefits and advantages associated with using direct mailing as an advertising medium. It provides the general resources that are needed to create a mailing, and most importantly, students will obtain a full understanding of the steps necessary to making the most out of this form of advertising. ©2009.

Length: 67. Recommended: HS

PPT-09-110-4...\$59.00 (Member: \$56.05)

Evaluating the Competition

Gaining a competitive advantage is something all companies strive to do. Evaluating the competition is the first step in reaching that goal. This presentation discusses the importance of evaluating competition and how it factors into a company's success. Various methods are discussed with examples of each. The presentation also examines the effects competitors have on businesses, and how to overcome them. ©2009. Length: 42. Recommended: HS



PPT-09-125-4...\$59.00 (Member: \$56.05)

Inflation

While a stable economy is ideal, business owners must be prepared and knowledgeable when it comes to economic changes. This presentation informs students of inflation and how it is caused. Periods in history which experienced inflation are discussed. Also, information is presented concerning how inflation affects the economy, and more specifically consumers and producers. ©2009. Length: 29. Recommended: HS

PPT-09-048-4...\$59.00 (Member: \$56.05)

Political and Economic Systems

When working in an international environment, you must be conscious of the differences between America and other parts of the world. This presentation explores the different systems of politics offered and used in other countries along with different economic systems compared to the American system. ©2009. Length: 35. Recommended: HS

PPT-09-060-4...\$59.00 (Member: \$56.05)

Supply and Demand

Supply & Demand could arguably be the most important concept in economics. In this presentation, the laws of both are discussed and differentiated, showing how their inverse relationship impacts one another. Also examined are common products and how they would be affected by Supply & Demand, giving a real world application of this concept. ©2009. Length: 30. Recommended: HS

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