

High School Economics

One High School Credit is equal to approximately 135-150 hours of study. As scheduled, the Units in this course take the following amount of time to complete:

Economics Unit 1 – 18-24 hours

Uncle Eric Talks About Personal, Career & Financial Security (PCF)

Bluestocking Guide: Building a Personal Model for Success (Guide)

Economics Unit 2 – 30-40 Hours

Whatever Happened to Penny Candy

Bluestocking Guide: Economics (Study Guide)

Economics: A Free Market Reader

Economics Unit 3 – 12-15 Hours

The Money Mystery: The Hidden Force Affecting Your Career, Business and Investments

Bluestocking Guide: Solving the Money Mystery

Economics Unit 4 – 25-30 Hours

The Clipper Ship Strategy: For Success in Your Career, Business and Investments.

Bluestocking Guide: Applying the Clipper Ship Strategy

Total for All four Units: 85-109 Hours

To make this course equal to one high school credit, the following activities may be added:

Watch any of the movies suggested by Uncle Eric in the Study Guides.

Harry's War (PG)

You Can't Take It With You (1938)

Mr. Deed's Goes to Town (1936)

KIDCO (1984) (PG)

Baby Boom starring Diane Keaton

Complete the research and discussion/essay assignments in the study guides.

Complete one of the Final Projects suggested by Uncle Eric in the Study Guide to Penny Candy.

Read any of the books listed in "For Further Reading in the Study Guide to Penny Candy.

Watch any of the movies listed in "Films and Documentaries with Good Economic History" listed in the Study Guide to Penny Candy.

Have your student track any stock for two months and chart the price.

Watch political debates. Discuss policies proposed by candidates and how they affect the economy.

Complete Dave Ramsey's *Financial Peace University* course for adults or teens.

Read How to Lie with Statistics by Darrell Huff.

Read Capitalism for Kids by Karl Hess.

Visit the Bureau of Engraving and learn about how money is made.

Economics – Unit 4

The Clipper Ship Strategy

Texts: The Clipper Ship Strategy: For Success in Your Career, Business and Investments.
Bluestocking Guide: Applying the Clipper Ship Strategy (Study Guide)

Notes:

1. *This unit is part of an Economics course using Economics: A Free Market Reader plus the books listed above plus the following books along with their study guides: The Money Mystery: The Hidden Force Affecting Your Career, Business and Investments, and Whatever Happened to Penny Candy?.*
2. *Most lessons can be done in one day; however, some students may want to allow two or more days for lessons.*

Lessons

1) In the Study Guide, read pages 5-7.

Take note of the instructions for Comprehension Exercises, Define, True/False, and Short Answer.

In The Clipper Ship Strategy, read *Uncle Eric's Model of How the World Works*

Study Guide – Pages 8-9 #1-8 and Think about 9-12.

In The Clipper Ship Strategy, read *Author's Disclosure*

Study Guide – Pages 9-10 #1 and Think about 2-9.

Study Guide – Thought Exercise on page 11.

2) Clipper Ship – Chapter 1 Sales Strategy

Study Guide – Pages 12-13

Clipper Ship – Chapter 2 Ethics and the Flood of Data

Study Guide – Page 14

Clipper Ship – Chapter 3 Hot Spots and Evidence

Study Guide – Page 15

Clipper Ship – Chapter 4 Austrian Economics

Study Guide – Page 16

3) Clipper Ship – Chapter 5 Line and Staff

Study Guide – Page 17

Clipper Ship – Chapter 6 The Clipper Ship Strategy

Study Guide – Page 18

Clipper Ship – Chapter 7 Piles of Money

Study Guide – Page 19

Clipper Ship – Chapter 8 The Money Spreads

Study Guide – Page 20

4) Clipper Ship – Chapter 9 Conies & Sales

Study Guide – Page 21

Clipper Ship – Chapter 10 Scooping and Pouring

Study Guide – Page 22

Clipper Ship – Chapter 11 All Roads

Study Guide – Page 23

Clipper Ship – Chapter 12 Cones Creation

Study Guide – Page 24

- 5) **Clipper Ship – Chapter 13 The Super Clipper**
 Study Guide – Page 24 (Watch Baby Boom)
Clipper Ship – Chapter 14 Do Cones Really Exist?
 Study Guide – Page 25
Clipper Ship – Chapter 15 The Biggest, Most Stable Cone
 Study Guide – Page 26
Clipper Ship – Chapter 16 Accidental Cones
 Study Guide – Page 27
- 6) **Clipper Ship – Chapter 17 Houston: Portrait of an Accidental Cone**
 Study Guide – Page 28
Clipper Ship – Chapter 18 Other Accidental Cones
 Study Guide – Page 29
Clipper Ship – Chapter 19 Hallow Cones
 Study Guide – Page 30
Clipper Ship – Chapter 20 An Ecosystem in Chaos
 Study Guide – Page 30
- 7) **Clipper Ship – Chapter 21 Outside Sales**
 Study Guide – Page 31
Clipper Ship – Chapter 22 The Benefits of This Understanding
 Study Guide – Page 32
Clipper Ship – Chapter 23 Tax and Regulatory Cones
 Study Guide – Page 32
Clipper Ship – Chapter 24 Marginality
 Study Guide – Page 33
- 8) **Clipper Ship – Chapter 25 Marketing Managers**
 Study Guide – Page 33
Clipper Ship – Chapter 26 The Automobiles
 Study Guide – Page 34
Clipper Ship – Chapter 27 How to Follow the Cones
 Study Guide – Page 34
Clipper Ship – Chapter 28 A Case Study: Sacramento
 Study Guide – Page 35
- 9) **Clipper Ship – Chapter 29 Hot Spots and Zips**
 Study Guide – Page 35
Clipper Ship – Chapter 30 The Importance of a Model for Sorting Your Data
 Study Guide – Page 36
Clipper Ship – Chapter 31 Cone Classification
 Study Guide – Page 37
Clipper Ship – Chapter 32 Is Pinpoint Accuracy Necessary?
 Study Guide – Page 37
- 10) **Clipper Ship – Chapter 33 How to Classify Cones**
 Study Guide – Page 38
Clipper Ship – Chapter 34 Precision and the Size of the Firm
 Study Guide – Page
Clipper Ship – Chapter 35 Split Cones
 Study Guide – Page 39
Clipper Ship – Chapter 36 An Eerie Feeling
 Study Guide – Page 40

- 11) **Clipper Ship – Chapter 37 Gathering More Information**
 Study Guide – Page 40
Clipper Ship – Chapter 38 Specialized Organizations and Publications
 Study Guide – Page 40
Clipper Ship – Chapter 39 External Information – A D.E.W. Line
 Study Guide – Page 41
Clipper Ship – Chapter 40 S.I.C. Codes
 Study Guide – Page 41
- 12) **Clipper Ship – Chapter 41 List Companies and Marketing Data**
 Study Guide – Page 42
Clipper Ship – Chapter 42 Importance of Real Estate
 Study Guide – Page 42
Clipper Ship – Chapter 43 Learn by Example
 Study Guide – Page 42
Clipper Ship – Chapter 44 Sales Side Summary
 Study Guide – Page 42
- 13) Part Two: Production Strategy
Clipper Ship – Chapter 45 Stomping the Town
 Study Guide – Page 43
Clipper Ship – Chapter 46 Your Factors of Production
 Study Guide – Page 43
Clipper Ship – Chapter 47 Streamlining
 Study Guide – Page 44
Clipper Ship – Chapter 48 Cyclical Problems
 Study Guide – Page 44
- 14) **Clipper Ship – Chapter 49 Break-Even Analysis**
 Study Guide – Page 45
Clipper Ship – Chapter 50 Mrs. Garcia
 Study Guide – Page 45
Clipper Ship – Chapter 51 A New Industry
 Study Guide – Page 46
Clipper Ship – Chapter 52 Break-Even Solutions
 Study Guide – Page 46
- 15) **Clipper Ship – Chapter 53 The Most Risky Investment**
 Study Guide – Page 47
Clipper Ship – Chapter 54 Specialization
 Study Guide – Page 47
Clipper Ship – Chapter 55 Payback Analysis
 Study Guide – Page 47
Clipper Ship – Chapter 56 Start-Up Firms: An Example
 Study Guide – Page 47
- 16) **Clipper Ship – Chapter 57 Careers in BCM**
 Study Guide – Page 48
Clipper Ship – Chapter 58 Investment Strategy
 Study Guide – Page 48
Clipper Ship – Chapter 59 Two Types of Investment Cones
 Study Guide – Page 48
Clipper Ship – Chapter 60 Summary
 Study Guide – Page 49
- 17) **FINAL EXAM**