



Lakeland University – Milwaukee Center

9000 W Chester St

Milwaukee, WI

www.lakeland.edu

Economics for Opinion Leaders: *Teachers*

Seminar Syllabus

Days and Times

- Friday, September 27, 2019: 8:00 a.m. – 4:00 p.m.
- Saturday, September 28, 2019: 8:00 a.m. – 3:15 p.m.

Instructors

- *Kim Holder* - University of West Georgia
- *Scott Niederjohn*, Ph.D. - Lakeland University

Contacts

Regarding Program and Content –

Scott Niederjohn

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Regarding Registration & Reimbursement –

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Objectives

The goal of this course is to present the economic knowledge and skills judged to be useful to opinion leaders such as elected officials, religious leaders, teachers, school administrators and leaders in the non-profit community. The objectives of the course are to:

1. Identify and apply fundamental concepts and principles of economics that have widespread applications to the school curriculum.
2. Identify ways that the economic way of thinking might enhance individual understanding of our economic and political system and to integrate economics into the school curriculum.

www.oafee.org

Reading

Participants will be provided readings and other activities in the seminar. In addition to the primary text for the course, PowerPoint presentations and accompanying essays will be available at our website (www.oafee.org). The primary readings for this course are:

- Essays that accompany each presentation
- Gwartney, J.D., Stroup, R.L., Lee, D.R. and Ferranini, T.H. (2010) *Common Sense Economics* St. New York: Martin's Press.
- Schug, Mark C., Wood, William C., Ferrarini, Tawni Hunt and Niederjohn, M. Scott (2018) *Economic Episodes in American History, 2nd Edition* (Morristown, NJ: Wohl Publishing.)
- Virtual Economics Version 4.5 Flash Drive, Council for Economic Education

Evaluation

Participants are asked to complete a brief online evaluation at the close of the program.

Agenda

Friday, September 27th, 2019

8:00 Registration and **Breakfast**

8:20 Introductions and Overview

8:45 Why Are Some People Rich? You Can Be a Millionaire Too!
Kim Holder

9:30 **Break**

9:45 Why Are Some Nations Rich? Mystery Nations
Scott Niederjohn

10:30 The Economic Way of Thinking: Solving Economic Mysteries
Kim Holder

11:15 The Numbers: What Everyone Should Know About Economics: Nominal GDP,
Real GDP, CPI, Unemployment Rate (Part 1)
Scott Niederjohn

12:00 Lunch

12:45 The Numbers: What Everyone Should Know About Economics: Nominal GDP,
Real GDP, CPI, Unemployment Rate (Part 2)
Scott Niederjohn

1:15 Resources for Teaching Economics and Personal Finance: Economic Episodes
in American History and Virtual Economics
Scott Niederjohn

2:15 **Break**

2:30 Property Rights and the Tragedy of the Commons
Kim Holder

3:00 Supply and Demand
Kim Holder

4:00 Wrap-Up

Saturday, September 28th, 2019

8:30 **Breakfast**

8:50 Aha!
Scott Niederjohn

9:15 Making Decisions at the Margin
Kim Holder

10:30 **Break**

10:45 Rockonomix and Other Innovative Tools for Teaching
Kim Holder

11:45 Lunch

12:30 What is the Fed and Monetary Policy?
Scott Niederjohn

1:15 Trade Around the World Simulation and an Update on World Economies
Scott Niederjohn

2:00 Behavioral Economics: Econ vs. Humans
Scott Niederjohn

3:00 Wrap-Up and Adjourn

Meet the Instructors

Kim Holder is the Director of the University of West Georgia's (UWG) Center for Economic Education and Senior Lecturer of Economics in the Richards College of Business (RCOB). She's an alumna of UWG and Georgia State University's Andrew Young School of Policy Studies.

Kim's passion for her students is notable both inside and outside of the classroom. Her work on campus has been recognized by the UWG Student Government Association's Faculty Member of the Year Award (2014), the UWG Alumni Association's J. Owen Moore Faculty Award (2016), and the UWG Athletic Foundation's Faculty Member of the Year Westpy Award (2016) which was created in recognition of her service. She is also the recipient of the RCOB Excellence in Teaching (2013), Service (2015, 2018), and Research (2016) awards, along with multiple faculty-sponsored undergraduate research awards for mentoring undergraduate research students.

Holder's academic research focuses on creatively teaching with media and social media to break down barriers to economics education. She created the National Rockonomix Contest (*Journal of Economic Education*, www.Rockonomix.com) along with other innovative techniques ("Putting Yourself in the Picture with an ECONSelfie", *International Review of Economic Education*, "Art of Econ: Incorporating the Arts through Active Learning Assignments in Principles Courses", *Journal of Economics and Finance Education*, and "The Economics of The Hunger Games", *International Journal of Pluralism and Economics Education*) in order to engage today's students. She is also the co-author of The Ultimate Guide to Teaching Macroeconomics (W.W. Norton) and the Digital Implementation Guide for Mankiw's Principles of Economics (Cengage), which are instructional resources for teaching economists.

M. Scott Niederjohn is Dean of the School of Business and Entrepreneurship and Charlotte and Walter Kohler Professor of Economics at Lakeland University in Sheboygan, Wisconsin. Professor Niederjohn is also the Director of Lakeland's Center for Economic Education. Dr. Niederjohn holds undergraduate and master's degrees from Marquette University and a Ph.D. in economics from the University of Wisconsin–Milwaukee.

Professor Niederjohn has published more than fifty articles, monographs, reports, and curriculum materials in journals such as *Applied Economics*, *Monthly Labor Review*, *Journal of Urban Affairs*, *Eastern Economics Journal*, *Journal of Private Enterprise*, and *Wisconsin Interest*.

Professor Niederjohn's research is concentrated in the areas of economic education, public policy analysis, and applied microeconomics. He serves on the Governor's Council for Financial Literacy, and has received the Governor's Financial Literacy Award in 2011, 2012 and 2015. During the fall of 2013, Professor Niederjohn was awarded a Fulbright Scholarship to teach at the University of Luxembourg. He serves on the board of the (National) Association of Private Enterprise.

Niederjohn was recognized in the December 2014 issue of *Money Magazine* for his work in shaping the landscape of financial education curriculum.

