

TASK 1: PLANNING COMMENTARY

Respond to the prompts below (no more than 9 single-spaced pages, including prompts) by typing your responses within the brackets. Do not delete or alter the prompts. Pages exceeding the maximum will not be scored.

1. Central Focus

- a. Describe the central focus and purpose of the content you will teach in the learning segment.

In this learning segment, I will be teaching one of the most important topics of Economics, which is demand. Demand and supply are the key concepts of Economics because of the influence they have on purchases, revenue, and profit. In this segment, I break demand down into three different parts: Understanding demand, shifts of the demand curve, and elasticity of demand. My class consists of 11th graders, which is a very important age when talking about making purchases. Most of my students have part time jobs and are starting to face key decisions of what to do with the money they make. Understanding the economic world will significantly help my students in their current lives as well in their immediate life after high school, which can and will make a huge impact on their adulthood. Within demand, I talk and teach about the law of demand. According to the law of demand, people buy less of a good when its prices rise. Once my students grasp this concept they are able to make decisions more wisely. To measure the fluctuations of demand we use demand schedules and curves. Demand schedules and demand curves illustrate how people and markets react to different prices. Within these demand schedules and curves there are situations when the whole demand curve will shift. Several factors can change the demand for a good at any price. When discussing situations in which a change in demand causes the entire demand curve to shift, the students must understand, what influences will cause a shift to the left or to the right. The students also need to understand that if the only thing that changes demand is price, then the demand curve does not shift, rather the demand will move along the demand curve. Another influence of demand is elasticity. Elasticity of demand describes how consumers will react to a change in the price of a good. Their reaction depends on the original price of the good and the way that goods are used by consumers. Knowing the difference between needs and wants is also very important for young consumers such as my students to understand. Because these concepts are used in the majority of our adult lives, it is very important for high school students to learn prior to being exposed to situations that could negatively impact their pocketbooks.

- b. Given the central focus, describe how the standards and learning objectives within your learning segment address business-related

- conceptual understanding,
- technical skills, **AND**
- problem-solving strategies.

My central focus of demand is key to economic activity. I will dive deep into how demand influences and impacts prices of consumer's goods and services within an economy. I will analyze how demand has an important relationship to the determinants of the prices of most goods and services.

The standards and learning objective for this lesson will be to analyze the effect of factors that can change demand. This is a microeconomic concept within standard 9.2.4.5.4. Explain that market supply is based on each seller's cost and the number of sellers in the market; analyze the effect of factors that can change supply. For example: Factors—

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Julia Schneider



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web add to word list a small animal with a soft body like a snail without a shell if you say that someone is a slug you mean that the person would rather do very little or nothing at all

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