For more than 35 years, the Center for Entrepreneurship and Economic Education at the University of Missouri-St. Louis has offered training, programs, and resources to promote the understanding of economics, personal finance, and entrepreneurship. The Center has reached thousands of educators and impacted tens of thousands of students.

The Center for Entrepreneurship and Economic Education is nationally known for its creation of effective educational resources. Its resources are grounded in appropriate content areas, based on national and state academic standards, designed to engage students in experiential and cooperative learning, and interdisciplinary to creatively integrate economics, personal finance, and entrepreneurship into existing curricula including language arts, history, mathematics, science, and social studies. Resources are developed by educators and tested by teachers in the classroom.

Professional development training on educational resources, content areas, and instructional strategies is available to educators. For more information, visit www.umsl.edu/~econed or call 314-516-5248.

What Others Are Saying

“… the most valuable source of useful, hands-on materials and activities for my class. All of the projects really engage the students and spark their interest.”
- P. Landwehr, Atonement Lutheran School

“Excellent opportunity to acquire curriculum materials related to district and state objectives on economics.”
- G. Soloman, Ft. Zumwalt School District

Table of Contents

Resources for Grades 1-6 ................................................................. 3
Resources for Grades 7-8 ................................................................. 7
Resources for Grades 9-12 ............................................................... 8
Online Resources ........................................................................... 9
grades 1-6

Do A Zoo (1st grade)

*Do A Zoo* is a curriculum where students can learn about animal classification by sorting stuffed animals. They work with partners to learn more about various animals and to create zoo structures. Then they invite visitors to their “zoo” to see the animals, eat popcorn and ride the train. *Do A Zoo* addresses decision-making, opportunity cost, resources, and human capital development. Lessons are correlated to national and Missouri state standards.

The Gingerbread Man (1st-2nd grade)

Using "*The Gingerbread Man*" folktale as a theme, this unit integrates cooperative learning, mathematics, science, reading, social studies, written language, and economics. The unit contains 15 days of instruction. The classroom teacher has the flexibility to use all the lessons as presented in the unit or select a desired section for instruction. Many of the activities can be developed as learning centers. This unit gives a variety of opportunities for student assessment. Lessons are correlated to national and Missouri state standards.

The Gingerbread Man Coloring Book

A 12-page coloring book of *The Gingerbread Man* folktale as told by Ruth Lee that can be used with *The Gingerbread Man* curriculum.

Kaleidoscope, USA (3rd-5th grade)

In *Kaleidoscope, USA* students live history and use economics, geography, language arts, science and math skills as they develop their fictitious community from a proprietor colony into an industrialized community and eventually into a community of the future. This unit provides opportunities for a variety of assessments as students make choices regarding colony sites, develop advertisements, write persuasive letters, participate in role play, predict the community of the future and develop land-use graphs. This unit includes two reusable maps. Lessons are correlated to national and Missouri state standards.

Sponsored by the Urban Extension Program, a joint project of University of Missouri Extension and the University of Missouri-St. Louis.
The Louisiana Expansion (4th-5th grade)

The acquisition and exploration of the Louisiana Purchase is considered by many historians as one of the most significant events in US history. The Louisiana Expansion is an interdisciplinary unit that will help bring this historical event to life for students. The lessons in the unit offer a variety of teaching strategies and activities that address social studies content and skills, communication arts skills, and process skills. The lessons are correlated to national and Missouri state standards.

Sponsored by the Sunnen Foundation.

FREE related curriculum website: www.umsl.edu/continuinged/louisiana

Labor Works for You (2nd-4th grade)

Labor Works for You is a curriculum set of nine lessons used to teach students about investment in human capital, examination of careers in the construction industry, and awareness of unionized labor and its history to bring about safe working environments. This curriculum was written with active participation of representatives of the United Brotherhood of Carpenters and Joiners of America, the United Association of Plumbers and Pipefitters, and the Sheet Metal Workers International Association. It is divided into three units focusing on carpentry, plumbing, and sheet metal work. The ideal delivery system would involve the classroom teacher and a worker representing the career focus of the unit. In the foreword, teachers are encouraged to contact their local labor council to find union members to help in delivery. However, in the absence of available workers, these lessons can and should be taught by the classroom teacher to encourage student learning in the areas of the construction trades and organized labor. Lessons are correlated to national and Missouri state standards.

MO HiStory (4th-5th grade)

Bring history alive with MO HiStory. MO HiStory creatively supplements social studies curriculum by integrating economics, entrepreneurship, geography, history, and Missouri heritage. MO HiStory includes stories of 20 Missouri entrepreneurs, historical maps, lesson plans for teachers, and fun learning games. The MO HiStory curriculum is correlated to national and Missouri state standards.

MO HiStory is a FREE online resource at mohistory.umsl.edu.

Sponsored by Angelica Corporation, Build A Bear Workshop, the Cray Foundation, David Lapin, Alice Levy, Gerhard J. Petzall, Jr., Gerhard J. Petzall, Sr., Jennifer Petzall, Julie Petzall, Dan Thornton, and the Urban Extension Program, a joint project of University of Missouri Extension and the University of Missouri-St. Louis.
Seas, Trees, and Economies (3rd-6th grade)

Through the *Seas, Trees, and Economies* unit, students discuss and have a better understanding of resource use through experiential learning. This curriculum helps students recognize that the balance we seek with nature presents many difficult problems that demand well thought-out solutions. The *Seas, Trees, and Economies* curriculum unit includes ten active-learning lessons that teach about economics and the environment. These lessons are correlated to national and Missouri state standards.

A Yen to Trade (3rd-6th grade)

This curriculum unit of ten lessons is designed to demonstrate to students the benefits of trade. Throughout this unit, students are engaged in exciting activities designed to illustrate why people persist in trading for what they want, no matter what barriers exist. It shows how trading makes people better off. Lessons are correlated to national and Missouri state standards.

The Voyages of Columbus: An Economic Enterprise (4th-6th grade)

*The Voyages of Columbus: An Economic Enterprise* curriculum unit contains three lessons that integrate economics, geography, math, and history. Students participate in activities through which they examine early trade barriers; identify the incentives to which entrepreneurs respond; analyze the resources, human capital, and technology required for the Christopher Columbus’ voyage; and recognize the importance of information in decision making. These activities, combined with a mapping activity and supplemental lessons found in the appendix, enable teachers to use a variety of assessment strategies. The unit includes a reusable map and ship poster. The lessons are correlated to national and Missouri state standards.
**Wise Pockets Series** (Pre-K-3rd grade)

The Wise Pockets Series is a collection of three coloring books: *Heather Learns about Earning!*, *Tim’s Turn to Learn*, and *Will Saves for the Stars!*. Each book uses a short story to teach young children about personal financial concepts and decision making—including earning, saving, spending, lending, and borrowing. With the help of the books’ main characters, Wise Pockets and Money Mouse, children will learn important money management skills and have fun, too.

The Wise Pockets Series can be easily adapted for use in the classroom as a curricular supplement, at home to assist parents in teaching children, and by students in self-learning activities.

The Wise Pockets Series can also be used with the Wise Pockets World website (wisepockets.umsl.edu).

Each coloring book is sold separately.

Sponsored by the Council for Economic Education through the United States Department of Education Office of Innovation and Improvements.

FREE related curriculum website: [wisepockets.umsl.edu](http://wisepockets.umsl.edu)

---

**Wise Pockets World** (Pre-K-6th grade)

Pre-school and elementary-aged children enjoy visiting Wise Pockets World and might not even notice they are learning to be better savers and wiser spenders. With the help of Wise Pockets, children learn about earning, saving, spending, lending, and borrowing through fun online stories.

Wise Pockets World has something to offer teachers and parents, too. Teachers will find lessons that use children’s trade books to teach personal finance concepts for grades 3-6. Parents will find useful activities and tips on how to better educate their children in wise money management.

Wise Pockets World is a FREE online resource at [wisepockets.umsl.edu](http://wisepockets.umsl.edu).

Zooconomy: Zoo Decisions (4th-6th grade)

Zooconomy: Zoo Decisions contains five lessons that teach basic economic concepts and develop analytical thinking skills through economics with an integration of science, math, language arts and map skills. In Zooconomy classrooms, students design their own zoo, carefully researching the habitat, diet and special characteristics of their favorite animals. When they discover they want more animals than they can have, some tough decisions must be made. Fortunately, this program teaches the decision-making skills that will allow your students to become good “zooconomists.” The unit includes a reusable map for zoo design. Lessons are correlated to national and Missouri state standards.

Grades 7-8

Arts Mart

Arts Mart is an experienced based curriculum unit designed to complement a world history course. Students are engaged in a simulation that will help them make connections between their lives and events that happened centuries ago. Teachers select 3-4 cultures they wish to emphasize in their regular course. Students produce art to represent these cultures. Near the end of the year, students establish art museums and purchase art through auction to display in their museums. At the conclusion of the auction, students conduct tours for other students, teachers, and/or parents explaining the art and what they have learned. Lessons are correlated to national and Missouri state standards. Sponsored by Mallinckrodt Medical, Inc.

Zooconomy II: Zoo Business (6th-8th grade)

What are the goals of a business? How are business decisions made? Students learn about business firsthand as they become zoo managers and make business decisions. They learn what the zoo's goals are and how a rain forest exhibit would help the zoo achieve these goals. Zooconomy II: Zoo Business contains five lessons that develop analytical and critical thinking skills through economics, with an integration of science, math, and language arts. The unit contains dice and game pieces for the Rain Forest Game. Lessons are correlated to national and Missouri state standards.

The Zooconomy website complements Zooconomy II: Zoo Business with a real-life business application integrating analytical and critical thinking skills, economics, science, math, and language arts.

FREE related curriculum website: zooconomy.umsl.edu.

Sponsored by the Sunnen Foundation and the University of Missouri-St. Louis.
Money Math: Lessons for Life (7th-8th grade)

Money Math: Lessons for Life includes four in-depth lessons to supplement middle school math curriculum using real-life examples about personal finance. Teachers need not be experts in personal finance to use Money Math: Lessons for Life in the classroom. The 86-page publication is a teacher’s guide with lesson plans, reproducible activity pages, and teaching tips. Money Math: Lessons for Life is correlated to the National K-12 Personal Finance Standards and the NCTM Principles and Standards of Mathematics. Lessons were tested by teachers in the classroom and received rave reviews.

To obtain a FREE copy of Money Math: Lessons for Life, send an email request to moneymath@bpd.treas.gov. Visit www.treasurydirect.gov/indiv/tools/tools_moneymath.htm to download individual lessons or a full version of Money Math: Lessons for Life.

Sponsored by Citi Office of Financial Education, Department of the Treasury, JumpStart Coalition for Personal Financial Literacy, and the University of Missouri-St. Louis.

“Everyone wins with Money Math! It is an excellent resource for middle school math teachers plus students learn necessary math and life skills. It is an interesting way to make personal financial literacy come alive and make math ‘real.’”
- Dr. Janet E. Hawkes, Cornell University Educational Resources Program

“I taught all four lessons in my classroom; their realistic approach made my students think about their future goals. The lessons and their concepts inspired a dialogue between my students and their parents.”
- T. Brann, middle school math teacher, St. Louis MO

Grades 9-12

The Artist as Entrepreneur (9th-12th grade)

This unique series of 15 online lessons targets high school students interested in entrepreneurship and learning about art as a business. The lessons are divided into five categories: entrepreneurship awareness, business planning, financials, negotiation, and arts-related law. The website also includes 18 interviews with diverse artists, including painters, illustrators, musicians, designers, and crafts persons.

The Artist as Entrepreneur is a FREE online resource at www.umsl.edu/continuinged/artist/index.html.

Sponsored by the Coleman Foundation and the University of Missouri-St. Louis.
The Economics of Our Diverse Society (9th-12th grade)

*The Economics of Our Diverse Society: Lessons on Economic and Social Issues* is a curriculum unit designed for courses in social studies, economics, and civics at the secondary level. The goals of this unit are to demonstrate that economics can help students understand complex issues related to diversity and to apply economic analysis to a variety of topics such as immigration, entrepreneurship, poverty, and boycotts and labor strikes. Students are introduced to relevant economic concepts, including incentives, exchange, decision making and opportunity costs, broad social goals, human capital, investment in human capital, and entrepreneurship.

**Excise Tax and Elasticity-Case of a Tax on Soft Drinks** (9th-12th grade)

Use this interactive whiteboard lesson to examine the impact of an excise tax on soft drinks. In the lesson, students explore the impact of an excise on market price and quantity, tax incidence, tax revenue, deadweight loss, and how the magnitude of the elasticity of demand affects these outcomes.

This is a FREE downloadable resource at [http://umsl.edu/~econed/educational_resources](http://umsl.edu/~econed/educational_resources)

### Online Resources

**Wise Pockets World** (Pre-K-6th grade) .................................................. see p. 6  
[wisepockets.umsl.edu](http://wisepockets.umsl.edu)

**The Louisiana Expansion** (4th-5th grade) ........................................... see p. 4  
[www.umsl.edu/continuinged/louisiana](http://www.umsl.edu/continuinged/louisiana)  
An online supplement for *The Louisiana Expansion* curriculum

**MO HiStory** (4th-5th grade) ................................................................. see p. 4  
[mohistory.umsl.edu](http://mohistory.umsl.edu)

**Zooconomy** (6th-8th grade) ................................................................. see p. 7  
[zooconomy.umsl.edu](http://zooconomy.umsl.edu)  
An online supplement for the *Zooconomy II: Zoo Business* curriculum

**The Artist as Entrepreneur** (9th-12th grade) ....................................... see p. 8  
[www.umsl.edu/continuinged/artist/index.html](http://www.umsl.edu/continuinged/artist/index.html)

**Excise Tax and Elasticity-Case of a Tax on Soft Drinks** (9th-12th grade) .......................................................... see p. 9  
### Pricing and Order Information

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO A ZOO (1)</td>
<td>$22.00</td>
</tr>
<tr>
<td>ZOOCONOMY: ZOO DECISIONS (4-6)</td>
<td>$30.00</td>
</tr>
<tr>
<td>ZOOCONOMY II: ZOO BUSINESS (6-8)</td>
<td>$27.00</td>
</tr>
<tr>
<td>THE VOYAGES OF COLUMBUS (4-6)</td>
<td>$40.00</td>
</tr>
<tr>
<td>KALEIDOSCOPE, USA (3-5)</td>
<td>$35.00</td>
</tr>
<tr>
<td>THE GINGERBREAD MAN (1-2)</td>
<td>$45.00</td>
</tr>
<tr>
<td>THE GINGERBREAD MAN COLORING BOOK (Pre-K-3)</td>
<td>$0.50</td>
</tr>
<tr>
<td>ARTS MART (6-8)</td>
<td>$35.00</td>
</tr>
<tr>
<td>SEAS, TREES, &amp; ECONOMIES (3-6)</td>
<td>$22.00</td>
</tr>
<tr>
<td>A YEN TO TRADE (3-6)</td>
<td>$22.00</td>
</tr>
<tr>
<td>ECONOMICS OF OUR DIVERSE SOCIETY (9-12)</td>
<td>$22.00</td>
</tr>
<tr>
<td>LABOR WORKS FOR YOU (2-4)</td>
<td>$22.00</td>
</tr>
<tr>
<td>THE LOUISIANA EXPANSION (4-5)</td>
<td>$25.00</td>
</tr>
<tr>
<td>WISE POCKETS COLORING BOOKS (Pre-K-3)</td>
<td></td>
</tr>
<tr>
<td>HEATHER LEARNS ABOUT EARNING!</td>
<td>$1.00</td>
</tr>
<tr>
<td>TIM’S TURN TO LEARN</td>
<td>$1.00</td>
</tr>
<tr>
<td>WILL SAVES FOR THE STARS!</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

### 3 convenient ways to order:
- Email econed@umsl.edu
- Call 314-516-5248
- Fax 314-516-5354

Postage is 10% of the total order cost

**Volume Discounts:**
- 10% (15-49 units of the same publication);
- 12% (50-99 units of the same publication);
- 15% (100+ units of the same publication)

Payment is accepted by check or purchase order only

For questions, please call 314-516-5248 or email econed@umsl.edu