



BIZ KID\$

Episode 404: "What's Up With The Stock Market?"

Episode Synopsis

Have you ever tried to read the financial pages in the newspaper or understand the bottom of the TV screen financial ticker? It's almost like reading the sports page with its own set of stats. Biz Kid\$ take us through the language of the stock market and how these terms apply to our lives.

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Biz Kid\$ Curriculum Package #404



Episode 404: "What's Up With The Stock Market?"

Biz Terms

1. analyze
2. Bear Market
3. Bull Market
4. calculate
5. diversification
6. diversify
7. Dow Jones
8. earnings
9. economy
10. educated risk
11. endowment fund
12. financial planner
13. gamble
14. Index
15. initial offering
16. investment strategy
17. investors
18. invest
19. IRA
20. long-term investment
21. margins
22. market rebound
23. minimize risk
24. money goals
25. NASDAQ
26. NYSE
27. partial ownership
28. portfolio
29. product
30. profits
31. research
32. rewards
33. risk
34. Roth IRA
35. S&P 500
36. share of stock
37. stock
38. stock exchange
39. stock listings
40. stock market
41. stock portfolio
42. stock price
43. stock ticker
44. symbols
45. trading
46. trading floor
47. trends
48. value
49. Wall Street



Suggestions for using Biz Terms include:

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of Biz Kid\$.
- Have students construct sentences, write personal financial goals, create a financial journal entry, or a math word problem.
- Have students write paragraphs, stories, dialogs, "raps", or lyrics.

Write personal financial goals using these terms:



Episode 404: "What's Up With the Stock Market?"

Equipment/Materials/Prep needed:

Day One and Day Two:

- TV or projection system
- DVD Player
- DVD of Episode 404

Day Two only:

- Student copies of the "Biz Terms" Sheet
- Student copies of the "Family Activity Sheet"

Preparation to be done prior to session:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".



Episode 404 "What's Up with the Stock Market?"

Day One Previewing Questions:

- Have you wondered how the stock market works?
- Did you know that kids can buy stocks?
- What are some products you love and would like to support while making a profit?
- Would you like to have your money work for you so that you can earn a million dollars?

Today's episode of "Biz Kid\$", "What's Up With the Stock Market", explains what stock is; how to understand the financial pages of the newspaper; how to track how individual stocks are performing; and the benefits of investing while you are young.

Show Episode 404: "What's Up With the Stock Market?"

Activity Suggestions:

- How many of you are now interested in investing in the stock market?
- What are some guidelines you should follow before you invest any money?
- What are some suggestions for choosing an individual stock that you learned from this episode?
- Choose specific companies you want to hold stock in?
- Each student should "buy" 100 shares of their favorite company and let's track it for two weeks.



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Day Two

Review and Connect with the Previous Session

1. Who can explain what it means to "Buy low and sell high?"

(Time the stock market correctly to make a profit by buying a stock when the price is low, and selling for a profit when the price is high.)

2. What is a stock, according to Episode 404?

(A stock is an investment in a company, a small share of the business.)

3. What did the "Baby Billionaire", Ionnie, want kids to do at an early age and why?

(Her message is to invest at an early age so your money can work for you over time, and you can retire as a millionaire.)

Biz Kids Melissa and Carrie are learning about the stock market using hypothetical money by playing the "Stock Market Game" in class at school.

1. What has it helped them develop?

(Strategy and skills to invest in the stock market using real money.)

2. There are three main systems for tracking how stocks perform over time called Indexes. Can you name them?

(Dow Jones, NASDAQ, and the S&P 500.)



3. Where can you check the Indexes?

(Financial section of the newspaper, online, or by using a smart phone)

4. If you could buy stock in "Oink-a Saurus", would you invest in it and why?

5. Why is it important to diversify your stock portfolio?

(To spread the risk of investing over a broad area.)

Activity Suggestions:

OFFLINE:

If you had \$1,000.00 to invest in the stock market which stocks would you buy and why?

Use the sheet below to list their PE (price earnings ratio), 52-week high/low, Dividends, share price, shares outstanding, etc.

- Choose your stocks from companies that interest you and list on the sheet.
- Keep track of each stock's activity for one month.
- Now assume your investment strategy is to buy and hold for the long-term, and you are risk-averse. What stocks would you pick to align with this investment strategy?
- Next print another copy of the stock sheet and assume your strategy is to only be in the market for the short-term and you don't mind a bit of a risk with your investments. How would your stock picks be different?
- Compare your two strategies and write up your observations



ONLINE:

Use "Oinkasaurus" iPhone app. and identify five stocks that you like i.e., McDonalds, Nike, Adidas, Disney, Starbucks, Microsoft, Apple or Google.

Use the \$1,000.00 to purchase shares in your choices and follow the directions above.

With teacher guidance, have the class explore the web site:

<http://californiasma.com/>.

This is an interactive learning experience for students in grades 5-12. It has been used for over 25 years to motivate students and encourage interest in economics, basic mathematics, online technology, and current events. Students make decisions requiring economic reasoning, mathematical analysis, and computer literacy. Investments made by each team (or individual) require students to develop their ability to communicate information clearly and negotiate well in order to make intelligent choices.

Some of the Biz Kids featured in this episode were participating in a Stock Market Game. Your students could have that experience!

Other web sites to explore together:

www.councilforeconed.org Council for Economic Education

www.nyse.com New York Stock Exchange

[www.jump\\$start.org](http://www.jump$start.org) Jump\$start Coalition for Financial Literacy

Other episodes of "Biz Kid\$" that would be appropriate include:

121:"Bulls, Bears, and Financial Markets"

207:"The World is a Risky Place"



208: "Economic Cycles (What Goes Up Must Come Down)"

302: "Wheel of Misfortune"

Distribute the **"Family Activity Sheet"** and the **"Biz Terms" Sheet** for Episode 404 to all students to share with family and friends.



EPISODE 404: “WHAT’S UP WITH THE STOCK MARKET:

STOCK TRACKING SHEET

Name	Sym	PE Ratio	52-Wk High/Low	Dividends	Share Price	Shares Out.	Wk Chg.



Episode 404: "What's Up With the Stock Market?"

Family Activity Sheet

Episode 404 Synopsis:

Learn the language of the stock market and how these terms apply to your life. Meet an eleven-year-old who created an application for the iPhone that helps teach other kids about the stock market.

Family Activity Suggestions:

Students have learned some important reasons for investing in the stock market while they are young from this episode of "Biz Kid\$." If possible, watch the episode together on your PBS Station so that you can discuss these ideas having the same information. You can also go online to www.bizkids.com and stream clips from the show.

If you have any personal experience with investing, share that with your child and such details as when you first began to invest, who helped or mentored you, and if you made profits and had losses.

Many parents have no experience with the stock market and may be reluctant to discuss it with their children; but look at it as an opportunity to learn together! Make it a family learning experience to discover how to make your money work for you to increase your wealth and have a "nest egg" for the future.

Some web sites to explore together include:

www.nyse.com

[www.jump\\$start.org](http://www.jump$start.org)

www.councilforeconed.org

www.nefe.org

www.mymoney.gov