



A Baker's Dozen Mini-Lessons
Create Stock Market Detectives in the Classroom

- 1) Talk about products/brands the students like and/or use.**
 - What is most popular among this class? Among teenagers? Among boys/girls?
 - Find the name of the company who produces the products most liked.
 - Are the products expensive? Used up often? Easy to get? Popular nationwide?

- 2) Get annual reports of several companies.**
 - Have students give a short summary of the company. (work in pairs/teams)
 - Sample products, if possible.
 - Find a competitor or two.
 - Find annual sales/revenues. Are they higher or lower than the previous year?
 - Have new products or services been introduced? Is the company growing?
 - Does the company operate just one state, nationwide, worldwide?

- 3) Study a stock of a local company by doing a treasure hunt for basic clues.**
 - What is the symbol?
 - What products does the company produce?
 - Who is the CEO?
 - Is there a dividend paid? How much annually?
 - Has this stock split recently?
 - How long has the company been in business?
 - What is the trading price? How about the high and low for the year?
 - What is the price to earnings ratio—P/E?
 - What the company's annual sales volume?
 - Would it be a good stock to buy?

- 4) Take a class survey of a product (like pop or bottled drinks).**
 - What brands are preferred?
 - How does popularity affect a company's growth?
 - Graph results for your class and maybe one or two others.
 - Does brand make a difference? Does price make a difference?
 - How many purchase these at activities? At grocery stores?
 - Is there a gender preference of one brand/product over another?

- 5) Get copies of a daily newspaper's business section (or *Wall Street Journal*).**
 - Read and interpret the stock page. (see #3)
 - Find and discuss an article on today's economic conditions & the stock market.
 - Find local, state and national news that affects a local stock. (such as ConAgra)
 - What would be positive news?
 - What current events would have a negative impact?
 - Do you think the stock price would rise/fall on every bit of news?

- 6) **Visit the reference section of the school or public library.**
 - Can you find *Value Line* or *Standard & Poors*?
 - Where are magazines like *Money* or *Kiplinger's*? Assign an article to find.
 - Find the *Wall Street Journal*, *Barron's* or *Investor Business Daily*.

- 7) **Use websites to locate information about a company.**
 - Download the annual report information from EDGAR.
 - Log onto a stock market exchange site. (NYSE, AMEX, NASDAQ)
 - Find the company's website and locate investor relations.
 - Find info at sites like www.CBSmarketwatch.com,
www.finance.yahoo.com, www.moneycentral.msn.com

- 8) **Chart the daily high/low price of several companies for a week (1 per team).**
 - Use websites, newspapers, etc.
 - Discuss reasons why the price may have gone up/down.

- 9) **Choose 5 stocks to build an imaginary \$10,000 portfolio (3-5 portfolios/class).**
 - Are you diversified?
 - If all 5 stocks went up 15% for the year, how much is your portfolio worth?
 - How much would you get in total annual dividends?
 - Make a pie chart showing much each stock represents
 - Does the stock with the highest price also have the highest P/E?

- 10) **Find the board of directors for a local company.**
 - How many are on the board?
 - How many work for the company too? How many are outsiders?
 - Do they own stock? How much?
 - Are there any women or minorities represented? How many?
 - Are there local representatives that aren't employees?

- 11) **Find out about the Dow Jones Industrial Average.**
 - What is this index designed to do?
 - How many companies are represented? What are they? Do they change?
 - What did the Dow do today?
 - What is the oldest company listed? The newest company?

- 12) **Find out how to conduct a stock transaction.**
 - Call a broker.
 - Look at websites for on-line trading.
 - How is an account opened? What information is needed to open one?
 - What commission is charged on a trade?
 - How old must you be to buy/sell a stock?
 - Can you get the actual stock certificate? How much does it cost?
 - When are the stock exchanges open?

- 13) **Design a stock certificate for an imaginary company.**
 - What information needs to be on the certificate?
 - What type of art would represent the company best?