

Correlation to the Voluntary National Content Standards in Economics

Find out which Econ Essentials resources align with the [Voluntary National Content Standards in Economics](#) from the Council for Economic Education (2nd edition, 2010). All references are to Grade 12 Benchmarks.

	Econ Essentials Resources			
	Self-Paced Modules	Behavioral Economics Lessons	Videos	Classroom Activities
1. Scarcity				
1. Choices made by individuals, firms, or government officials are constrained by the resources to which they have access.			<p>The Impact of Supply Chain Disruption</p> <p>Why the U.S. Needs a New Generation of Farmers</p> <p>How Algae Could Change the Fossil Fuel Industry</p>	<p>Rapid Response</p> <p>Supply Chain Disruption</p>
2. Choices made by individuals, firms, or government officials often have long-run unintended consequences that can partially or entirely offset or supplement the initial effects of the decision.			<p>The Impact of Supply Chain Disruption</p> <p>Why the U.S. Needs a New Generation of Farmers</p> <p>How Algae Could Change the Fossil Fuel Industr</p>	<p>Rapid Response</p> <p>Supply Chain Disruption</p>
2. Decision Making				
1. To produce the profit-maximizing level of output and hire the optimal number of workers, and other resources, producers must compare the marginal benefits and marginal costs of producing a little more with the marginal benefits and marginal costs of producing a little less.			<p>The Impact of Supply Chain Disruption</p>	
2. To determine the optimal level of a public policy program, voters and government officials must compare the marginal benefits and marginal costs of providing a little more or a little less of the program's services.			<p>Why the U.S. Needs a New Generation of Farmers</p>	<p>Supply Chain Disruption</p>

	Self-Paced Modules	Behavioral Economics Lessons	Videos	Classroom Activities
4. Costs that have already been incurred and benefits that have already been received are sunk and irrelevant for decisions about the future.		Intro to Behavioral Economics		
5. People sometimes fail to treat gains and losses equally, placing extra emphasis on losses.		How We Are Affected by Preference		
6. Some decisions involve taking risks in that either the benefits or the costs could be uncertain. Risk taking carries a cost. When risk is present, the costs should be treated as higher than when risk is not present.	Facts about Foods		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	
3. Allocation				
1. Comparing the benefits and costs of different allocation methods in order to choose the method that is most appropriate for some specific problem can result in more effective allocations and a more effective overall allocation system.			The Impact of Supply Chain Disruption	
4. Incentives				
1. Acting as consumers, producers, workers, savers, investors, and citizens, people respond to incentives in order to allocate their scarce resources in ways that provide them the highest possible net benefits.		Intro to Behavioral Economics How We Are Affected by Others How We Are Affected by Price	Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	
3. People tend to respond to fair treatment with fair treatment, and to unfair treatment with retaliation, even when such reactions may not maximize their material wealth.			Why the U.S. Needs a New Generation of Farmers	

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1. Acting as consumers, producers, workers, savers, investors, and citizens, people respond to incentives in order to allocate their scarce resources in ways that provide them the highest possible net benefits.		Intro to Behavioral Economics How We Are Affected by Others How We Are Affected by Price	Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	
3. People tend to respond to fair treatment with fair treatment, and to unfair treatment with retaliation, even when such reactions may not maximize their material wealth.			Why the U.S. Needs a New Generation of Farmers	
5. Trade				
2. When imports are restricted by public policies, consumers pay higher prices and job opportunities and profits in exporting firms may decrease.	Facts about Foods			
6. Specialization				
2. International trade stems mainly from factors that confer comparative advantage, including international differences in the availability of productive resources and differences in relative prices.			The Impact of Supply Chain Disruption How Algae Could Change the Fossil Fuel Industry	
3. Transaction costs are costs (not to be confused with the price of the good or service) that are associated with the purchase of a good or service, such as the cost of locating buyers or sellers, negotiating the terms of an exchange, and insuring that the exchange occurs on the agreed upon terms. When transaction costs decrease, trade increases.			The Impact of Supply Chain Disruption	
4. The goods or services that an individual, region, or nation can produce at lowest opportunity cost depend on many factors (which may vary over time), including available resources, technology, and political and economic institutions.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption How Algae Could Change the Fossil Fuel Industry	

	Self-Paced Modules	Behavioral Economics Lessons	Videos	Classroom Activities
7. Markets and Prices				
1. Market outcomes depend on the resources available to buyers and sellers, and on government policies.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers	Rapid Response Supply Chain Disruption
2. A shortage occurs when buyers want to purchase more than producers want to sell at the prevailing price.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption	Rapid Response Supply Chain Disruption
3. A surplus occurs when producers want to sell more than buyers want to purchase at the prevailing price.	Facts about Foods Fueling the Future			
4. Shortages of a product usually result in price increases in a market economy; surpluses usually result in price decreases.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers	Rapid Response Supply Chain Disruption
8. Role of Prices				
1. Demand for a product changes when there is a change in consumers' incomes, preferences, the prices of related products, or in the number of consumers in a market.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	Rapid Response
2. Supply of a product changes when there are changes in either the prices of the productive resources used to make the product, the technology used to make the product, the profit opportunities available to producers from selling other products, or the number of sellers in a market.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	Rapid Response

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3. Changes in supply or demand cause relative prices to change; in turn, buyers and sellers adjust their purchase and sales decisions.	Facts about Foods Fueling the Future		The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers	Rapid Response
4. Government-enforced price ceilings set below the market-clearing price and government-enforced price floors set above the market-clearing price distort price signals and incentives to producers and consumers. Price ceilings can cause persistent shortages, while price floors can cause persistent surpluses.			Why the U.S. Needs a New Generation of Farmers	
9. Competition and Market Structure				
2. The level of competition in an industry is affected by the ease with which new producers can enter the industry, and by consumers' information about the availability, price and quantity of substitute goods and services.			How Algae Could Change the Fossil Fuel Industry	
5. The introduction of new products and production methods is an important form of competition and is a source of technological progress and economic growth.			How Algae Could Change the Fossil Fuel Industry	
12. Interest Rates				
2. Higher real interest rates increase the rewards for saving and make borrowing more expensive.	Foundations of Finance			
13. Income				
1. Changes in the structure of the economy, including technology, government policies, the extent of collective bargaining and discrimination, can influence personal income.			The Impact of Supply Chain Disruption Why the U.S. Needs a New Generation of Farmers	

	Self-Paced Modules	Behavioral Economics Lessons	Videos	Classroom Activities
4. Changes in the prices of productive resources affect the incomes of the owners of those productive resources and the combination of those resources used by firms.			How Algae Could Change the Fossil Fuel Industry	
5. Changes in demand for specific goods and services often, in the short run, affect the incomes of the workers who make those goods and services.				
14. Entrepreneurship				
1. Entrepreneurial decisions affect job opportunities.			Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	
2. Entrepreneurial decisions are influenced by tax, regulatory, education, and research support policies.			Why the U.S. Needs a New Generation of Farmers How Algae Could Change the Fossil Fuel Industry	
3. Productivity and efficiency gains that result from innovative practices of entrepreneurs foster long-term economic growth.			How Algae Could Change the Fossil Fuel Industry	
15. Economic Growth				
1. Economic growth is a sustained rise in a nation's production of goods and services. long term growth in output results from improvements in labor productivity and increases in employment. It varies across countries because of differences in investments in human and physical capital, research and development, technological change, and from alternative institutional arrangements and incentives.			How Algae Could Change the Fossil Fuel Industry	
3. Investing in new physical or human capital can increase future productivity and consumption, but such investments require the sacrifice of current consumption and entail economic risks.	Foundations of Finance		How Algae Could Change the Fossil Fuel Industry	

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5. The rate of productivity increase in an economy is strongly affected by the incentives that reward successful innovation and investments (in research and development, and in physical and human capital).			How Algae Could Change the Fossil Fuel Industry	
16. Role of Government and Market Failure				
4. Externalities exist when some of the costs or benefits associated with production and consumption fall on someone other than the producers or consumers of the product.				Rapid Response
5. When a price fails to reflect all the benefits of a product, too little of the product is produced and consumed. When a price fails to reflect all the costs of a product, too much of it is produced and consumed. Government can use subsidies to help correct for insufficient output; it can use taxes to help correct for excessive output; or it can regulate output directly to correct for over- or under-production or consumption of a product.			How Algae Could Change the Fossil Fuel Industry	
8. Government laws establish the rules and institutions in which markets operate. These include such things as property rights, collective bargaining rules, laws about discrimination, and laws regulating marriage and family life.		How We Are Affected by Others		
16. Role of Government and Market Failure				
4. Fluctuations of real GDP around its potential level occur when overall spending declines, as in a recession, or when overall spending increases rapidly, as in recovery from a recession or in an expansion.				Rapid Response