



Economics: Destination Jaxport Curriculum Matrix

| Lesson Title | Lesson Description | Economic Concepts Taught | Essential Questions | Instructional Strategies |
|--------------------------------|---|--|---|--|
| Introduction to JAXPORT | Students will go through a PowerPoint introduction to the Jacksonville Port Authority (JAXPORT). They will be given an assessment on the presentation. | Public Sector Private Sector | What is the structure and function of Jaxport? | Lecture w/ power point |
| Economic Efficiency | Students look at a case study that examines cargo at JAXPORT. Through the examples, students are able to first see what is imported/exported through JAXPORT, and how JAXPORT uses its resources to their best advantage | Efficiency Capacity Marketplace Specialization | What is a productive level of efficiency for the port? What type of business is JAXPORT? What types of competition does the port have? | Lecture w/ power point Demonstration and interpretation of data |
| Employment | Students will go online and examine jobs available using two of the companies that do business at the Jacksonville Port Authority. Using that information, students will compare and contrast "white collar" versus "blue collar" jobs. The students will compare those two positions. Then the students will complete a résumé and submit it to the instructor electronically. Upon completion, students should be able to apply for jobs using websites. The students will understand the different educational and personal requirements they must meet to be successful in applying for employment. | Employment White collar Blue Collar | What jobs are available in the maritime industry? What must I do to apply for a job? When is a good time to apply? How do I find out about jobs? Why should I choose a particular job? | Lecture w/ power point Background Knowledge using pre-survey Highlighting and think pair share |
| Credit and Consumerism | After first learning about the different aspects of consumer credit, credit scores and insurance, students will put the information to work by finding their own credit score, calculating the cost of buying a car, examining two credit card applications and applying for insurance. | consumer credit disclosures interest credit score interest rate insurance | What is a consumer credit? What is a credit score? What should I do when shopping for a car? Why should I compare credit cards? Why do I need insurance? Does how I spend money affect my job prospects? | Lecture w/ power point Reading groups Summarization, groups made up of experts from each reading. Free form map |

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| Derived Demand | Students look at a case study that examines the cruise industry at JAXPORT. Through the examples, students are able to first see what resources are needed, and how those resources result in derived demand. | Derived Demand Labor Resources | What is derived demand? How does derived demand impact JAXPORT? How does derived demand impact the labor force on Florida's First Coast? | Lecture w/ power point Background Knowledge Think Pair Share Sticky notes |
| Protectionism | Students will learn about quotas and tariffs and then using graphs learn about the affect of these restrictions on the market for a good in a country. They will be able to locate what portion of overall revenue goes to tax, and what is a dead weight loss. | Quota Tariff Import Export | What is protectionism? What are the ways government can restrict imports? How do import restrictions impact prices? How do import restrictions impact supply? | Lecture w/ power point Interpretation of data. |