

Thursday, June 3, 1982 O&E

(F)18



Leonard Dolecki, a Project Business consultant for students in East Middle School, visits Power students for a study of the Wall Street Journal.

The Federal Mogul employee tells Jody Chapman (seated) and Meg Vesel how to read the stock-market pages.



John Urquhart is one of seven Farmington School District teachers who are working with professional consultants in the Project Business program.

He is flanked by his Power Middle School students Audrey Williams (on his left) and Kathy Neumann.

## Project Business

# The real world of economics comes into classroom

By Lorraine McClell  
staff writer

Students in a Power Middle School social studies class recently learned from an expert how business works.

Lisa Todd, a marketing analyst for



The new jacket Dan Hull is sporting these days with the Federal Mogul logo was first prize in Project Business essay contest.

Federal Mogul in Southfield, used as an example a mythical company formed by an inventor.

First the investor had to get his company listed with the stock exchange so that stock could be sold. The company expanded, the value of stock fluctuated, dividends were declared, stock was split, and the company changed management in a stock takeover.

Each step of the way was explained by Todd.

Students were chosen to become stockholders and along the way, they were given various opportunities to buy or sell.

**THE ONE-HOUR** class was one of 15 that Todd has contracted to teach during the school term. A team teacher on the project, called "Project Business," is John Urquhart. The program is being taught in 229 classrooms in southeastern Michigan to give youngsters 12 and 13 some instruction on how businesses and the American economy actually work.

Project Business is a forerunner to Junior Achievement which was founded in 1919 to introduce high school students to the business with practical learn-by-doing experiences.

The program for eighth and ninth graders gives an even early start to that instruction by spelling out basic economic principles.

It operates by the joint effort of professionals, called the Project Business consultants, and classroom teacher.

In some schools it can be chosen as an elective. In some it dovetails and is an integral part of the business or math or social studies curriculum.

In Urquhart's class, one-fifth of his eighth graders' grade is predicated on the combined lesson, class participation and role playing sessions prepared by Todd.

**SHE TAKES** on the job as a volunteer in cooperation with Federal Mogul and Junior Achievement to give the youngsters an early economics education.

Before the school year is out she will have taught sessions in careers, the different economic systems, money and financial institutions, principles of supply and demand, consumerism and competition.

"The program wouldn't work at all if it weren't for the businesses who supply us with the professionals," said Gail King, who is liaison between the Business Project consultants and the cooperating school systems.

"Federal Mogul allows the volunteers from its company time off for training as well as time off (during work-school hours) to go into the classrooms," she said.

"We have about 50 cooperating companies now involved in Project Business who understand that the eighth graders' allowance or the money he or she is earning isn't going as far as it used to and it is important the 12-13 year olds know what's going on." Todd's previous teaching experience was one stint with a Sunday School class, but says she finds teaching comes easily to her. She gives off-time to preparing for the next class session and she will use the summer for paper work in readiness for the next school term.

In the Farmington area she has coun-



Betsy Brown won a metal measuring tape, one of the prizes awarded by Linda Todd in her class to students who had written essays on how they felt about their sessions in Project Business.

terparts in Warner and East Middle Schools and in St. Paul Lutheran School.

**THE TODD-URQUHART** team gets periodic checks and monitoring by

Project Business to make sure the program is going along well, but Todd says the students themselves determine how well the teachers are doing.

"Class participation, the questions I get, the discussions we get into, all tell me where I'm at," she said.

Students are asked to write essays of evaluation mid-way through the term. A surprising number of those essays indicated, if only subtly, that the writers had begun to think about business careers.

The themes of managing money, saving money and investing money were common to most essays.

PROJECT BUSINESS, a division of

Junior Achievement, got under way in 1976 with a \$750,000 research and development grant from W. W. Kellogg Foundation.

It is now totally supported by funds raised in the annual Junior Achievement drive.

It is offered to the school systems without charge.

Business Project consultants follow a precise course of instruction, but many add field trips to various places of business and industry as the opportunity arises.

Inquiries from businesses interested in becoming involved with Project Business are taken by Gail King at 255-3900.

Photos by Barbara Baenziger



Student John Potts has a question on his chart of a stock purchase he takes to teachers Linda Todd and John Urquhart. Potts is one of about 6,000 students in southeastern Michigan involved in Project Business this school year.



Winners of the essay contest step to the head of the class for their prizes from Linda Todd. At Todd's right Tim Fox, Jet Porcella and

Meg Vesel won a pen that writes in two colors. Dan Hull took the top prize, a jacket.