



Economy Curricula

Year	Iseo	Klasse	Holzgerlingen
I		9	∅
II		10	∅
III		11	<p>Fundamentals of economics => <i>scarcity of goods; Incentives and rules as drivers of the economy</i></p> <p>Market and Prices => <i>market forms; Price formation; Market failure for public goods; perfect / imperfect market forms</i></p> <p>economic activity in the enterprise sector => <i>Legal forms of companies, stakeholders and shareholders, entrepreneurs; Importance of business start-ups for an economy</i></p> <p>Marketing; the 4 Ps => <i>Analysis of marketing (product life cycle, SWOT analysis, portfolio analysis, market size analysis)</i></p> <p>economic activity in the household sector; including the economic cycle; social market economy versus free-market economy; including the question "<i>how much State does the market need?</i>"</p>
IV		12	<p>economic activity abroad sector</p> <p>globalization</p> <p>system of exchange rates and effects on trade</p>
V			