

MARCH MADNESS COLLEGE RESEARCH



KEY ECONOMIC CONCEPTS:

Scarcity
Opportunity Cost
Marginal Cost/Benefit
Roles of Incentives
Decision Making
Choices
English

LESSON DESCRIPTION:

Students utilized the March Madness NCAA Basketball Tournament information to learn more about schools

TIME RECOMMENDATION:

2-3 days a week throughout the tournament

RESOURCES NEEDED:

- * ***The Oklahoman*** - Sports Section
- * OKCIS Website
- * Internet-College websites and NCAA

PROCEDURE:

1. Locate the March Madness bracket; assign students to the teams that have been selected for the tournament. Each student will follow their assigned team throughout the tournament.
2. Using the worksheets attached students will research the school assigned to them and locate news articles, information, and etc.... about their assigned school.
3. Students will be responsible for keeping their bracket current and following their team through the tournament. Clipping all articles related to their team.

EXTENSION/ENRICHMENT:

- It Just Adds up activities are terrific enrichment for any course focusing on financial literacy. <http://ocee-ok.org/justaddsup.htm>
- The same type of activity could be created from bowl games for football or the various conferences for all sports (PAC 10, Big 12, etc...)

SUGGESTIONS FOR EVALUATION:

- Use a rubric to assess the students work. Example attached.
- The bracket needs to be completed by all students for the duration of the project. Maybe have them highlight their team so you can visually see when their team was eliminated.

(Note: This lesson was developed by Lori Goodbary as part of a workshop co-sponsored by the Oklahoma Council on Economic Education and *The Oklahoman's* Newspaper in Education Program. This program was made possible by the National Council on Economic Education through funding from the United States Department of Education Office of Innovation and Improvement.)