Introduction and About the Authors

Introduction

Understanding personal finance can have a significant impact on your future. *Foundations of Financial Literacy* addresses the personal finance issues you will encounter throughout your life. This text helps you develop the skills needed to make wise financial decisions that will help you lead a productive life and achieve financial security.

You will learn how to make financial decisions related to earning money, budgeting, spending money, and planning for your future. You will learn what you need to know when using credit, buying insurance, leasing or purchasing a vehicle, and living on your own. You will explore how technology is changing the way you manage money and plan for the future.

Becoming financially capable can begin for you today by studying *Foundations of Financial Literacy.*

About the Authors

Robert (Bob) L. Dansby is a retired community college instructor of accounting, business, and personal finance. Currently, Dr. Dansby is a small business, income tax, and personal finance consultant. He is the author of numerous textbooks and workbooks in the areas of accounting, cost accounting, managerial accounting, business math, introduction to business, and financial literacy. He has also written several articles for professional journals, served a five-year term as editor of the Georgia Business Education Association Journal, and has given more than 30 presentations at national and regional business education and accounting conferences. Dr. Dansby holds a PhD in business education from Southern Illinois University at Carbondale.

Vickie Bajtelsmit is a Professor Emerita in the Department of Finance and Real Estate at Colorado State University. She is passionate about improving financial literacy and has focused her writing and teaching on topics related to personal finance, investments, and insurance. She is the author of several personal finance textbooks and numerous academic and professional journal articles.

Dr. Bajtelsmit chaired the committee that produced the National Standards for Personal Financial Education, sponsored by the Jump$tart Coalition for Personal Financial Literacy and the Council for Economic Education. Her current consulting work relates to improving financial literacy for older adults. Dr. Bajtelsmit holds a PhD from the Wharton School at the University of Pennsylvania and a law degree from Rutgers University.

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New to This Edition

The 13th edition of *Foundations of Financial Literacy* has been updated with both student and instructor in mind. Changes throughout the text include the following:

- Coauthor Vickie Bajtelsmit chaired the committee that produced the National Standards for Personal Financial Education, sponsored by the Jump$tart Coalition for Personal Financial Literacy and the Council for Economic Education. Content has been added to ensure all chapters align to Jump$tart standards.
- Over 150 new application questions of higher rigor were added at the lesson level.
- About 200 new Apply Your Knowledge application-level questions and 200 new Expand Your Learning skill-centric activities were added at the chapter level.
- NEW internal design and updated images increase student engagement and understanding.
- NEW Chapter 2: Using Technology and AI Tools for Personal Finance explores how financial technology and AI tools can help with financial planning and making informed financial decisions. It highlights the importance of using these tools responsibly and protecting one's personal data. Application of AI in personal finance and financial literacy is also discussed throughout chapters where relevant.
- NEW Chapter 14: Cost and Impact of Education shows students the value of investing in education and training, and the many sources of funding available to help them achieve their education goals.
- NEW budgeting and financial decision-making project at the unit level helps students learn more about personal finance as they navigate through life milestones.
- Table of Contents has been resequenced to follow typical financial milestones and reflect real-life financial milestones for students.
- NEW Life Decisions feature highlights scenarios about individuals facing real-world decisions related to chapter topics. It helps students see the relevance of the topic and encourages thoughtful consideration of their options.
- NEW Myth or Truth? feature starts each chapter with three statements related to chapter content that may be true or false, asking students to judge whether the statement is myth or truth. This feature will provide conversation starters for teachers and will pique student interest in the chapter content.
- Chapter structure has been revised for an improved learning experience. Career coverage has been moved earlier in the text, to Unit 2. Previous edition Chapter 3 has been split into two chapters on earnings/paychecks and income taxes/tax filing. The former consumer purchasing and consumer power chapters have been combined into a single chapter.

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Credentialing Partners and Support

Goodheart-Willcox appreciates the value of industry credentials, certifications, and accreditation. We are pleased to partner with leading organizations to support students and programs in achieving credentials. Integrating industry-recognized credentialing into a career and technical education (CTE) program provides many benefits for the student and for the institution. By achieving third-party certificates, students gain confidence, have proof of a measurable level of knowledge and skills, and earn a valuable achievement to include in their résumés. For educators and administrators, industry-recognized credentials and accreditation validate learning, enhance the credibility of programs, and provide valuable data to measure student performance and help guide continuous program improvement.

Foundations of Financial Literacy is correlated to the National Standards for Personal Financial Education and to the Personal Financial Responsibility YouScience® Industry Certification.

YouScience® Industry Certifications

Goodheart-Willcox is pleased to partner with YouScience®, correlating select Goodheart-Willcox titles to YouScience® Industry Certifications to the benefit of states, instructors, and students working to achieve them. YouScience® is the leading technology provider dedicated to solving the skills and exposure gap crisis for students and employers.

YouScience® Industry Certifications, part of the YouScience Brightpath academic and career guidance platform, offer students entry- to mid-level certifications that act as tangible proof of their skills and knowledge. For more information about YouScience, including a complete listing of their Industry Certifications, please visit https://www.youscience.com/certifications/.

Jump$tart Coalition for Personal Financial Literacy

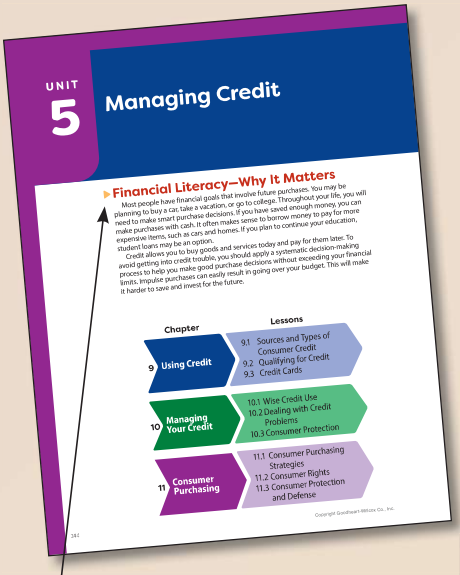
Goodheart-Willcox is pleased to correlate *Foundations of Financial Literacy* with the Jump$tart Coalition for Personal Financial Literacy's National Standards for Personal Financial Education. The Jump$tart Coalition works to raise awareness about the importance of financial literacy and the need for financial education, especially among youth; fosters collaboration among financial literacy stakeholders; and promotes and supports effectiveness in financial education endeavors. For more information about Jump$tart, please visit www.jumpstart.org.

To see how *Foundations of Financial Literacy* correlates to credentialing and certification standards, visit the Correlations tab at https://www.g-w.com/foundations-financial-literacy-2028.

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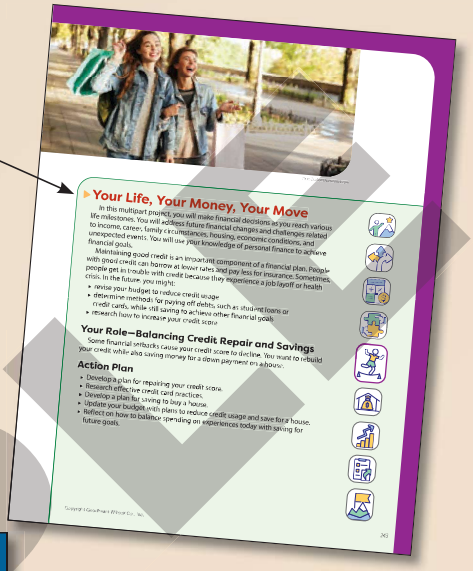
Guided Tour

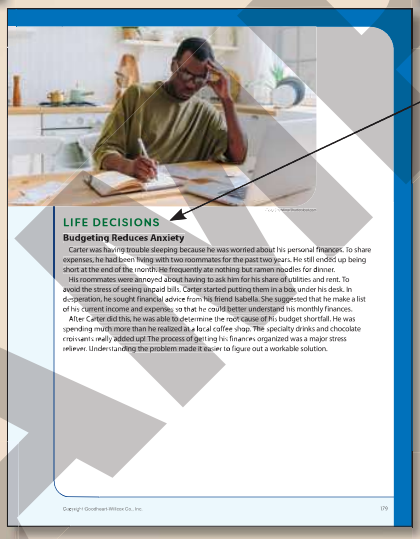
The instructional design includes student-focused learning tools to help students succeed. This visual guide highlights the features designed for the textbook.



Financial Literacy—Why It Matters introduces each unit to set the stage for learning about personal financial literacy.

Your Life, Your Money, Your Move gives information about the new budgeting and financial decision-making project for each unit. You will navigate through life milestones and apply chapter concepts. Icons provide a visual cue to your progress.

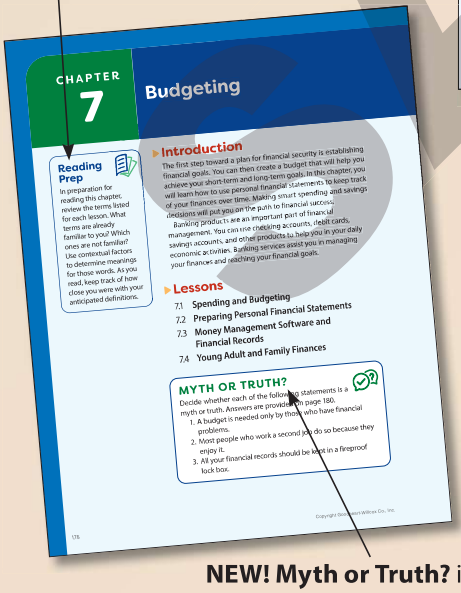




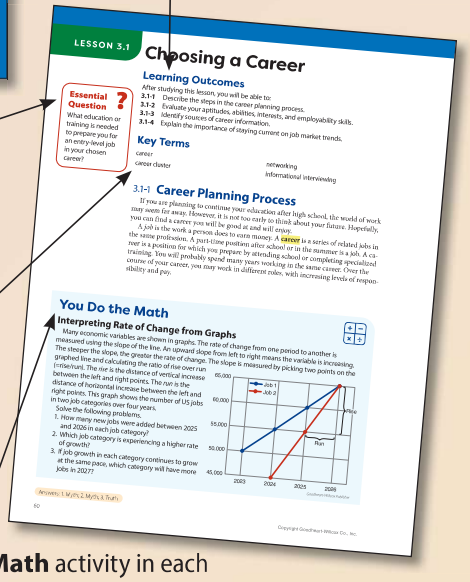
NEW! Life Decisions is a realistic scenario about people facing a decision related to chapter content.

Learning Outcomes clearly identify the knowledge and skills to be obtained when the lesson is completed. These outcomes are labeled and correlated to related assessment elements.

Reading Prep activities incorporate English/Language Arts techniques for reading, writing, speaking, and listening.



The **Essential Question** at the beginning of each lesson will engage you as you uncover the important points presented in the content.



Key Terms provide a list of important financial literacy terms you will learn throughout the lesson.

NEW! Myth or Truth? interactive activity generates discussion related to key chapter concepts.

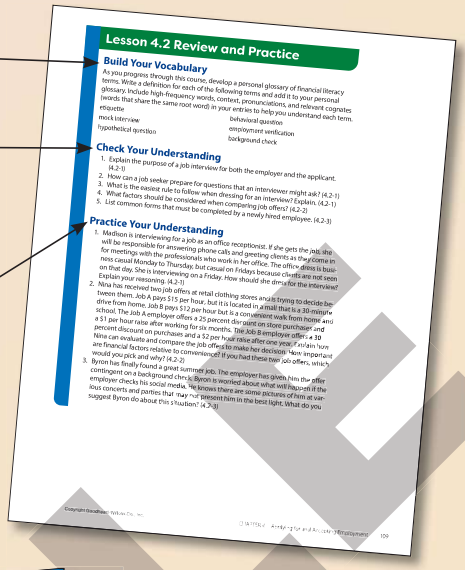
A **You Do the Math** activity in each chapter focuses on skills important to your understanding of math concepts.

APPROVED

Build Your Vocabulary reviews the key terms presented in each lesson.

Check Your Understanding questions at the end of each lesson provide an opportunity to review what you have learned before moving on to additional content.

NEW! Practice Your Understanding activities allow you to apply concepts discussed in each lesson in real-world scenarios.


Lesson 4.2 Review and Practice

Build Your Vocabulary

Check Your Understanding

Practice Your Understanding

Chapter Summary provides an additional review tool for you and reinforces learning outcomes.


Chapter 1 Review and Assessment

Chapter Summary

Apply Your Knowledge

Review Your Knowledge

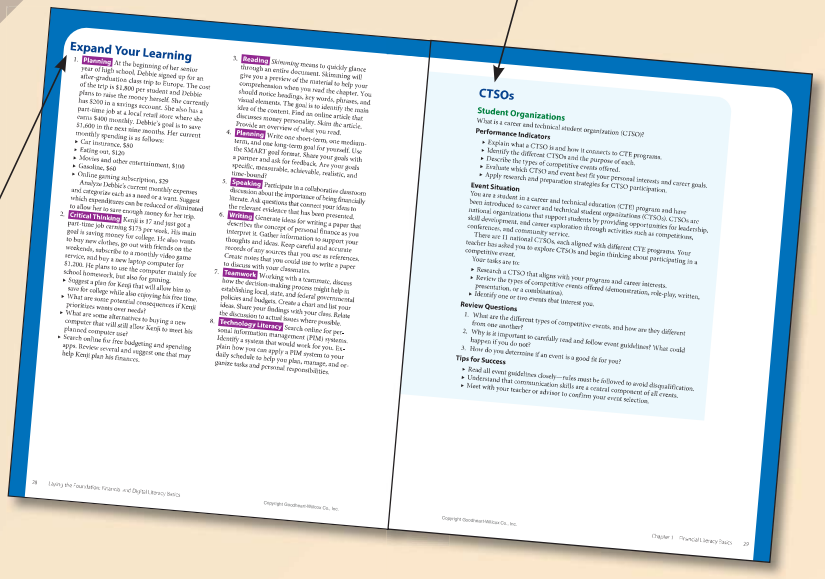
Apply Your Math Skills

Apply Your Knowledge questions challenge you to relate what you learned in each chapter to your own ideas, experiences, and goals. **New** application questions were added to this edition.

Apply Your Math Skills questions are also included.

CTSOs features present information to use when preparing for events in career and technical student organization (CTSO) competitions.

Review Your Knowledge questions allow you to demonstrate knowledge, identification, and comprehension of basic concepts related to chapter material.


Expand Your Learning

CTSOs

NEW! Expand Your Learning activities ask you to apply higher levels of critical thinking and provide opportunities to apply specific career skills.

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Brief Contents

Unit 1 **Laying the Foundation: Financial and Digital Literacy Basics** 2
Chapter 1 Financial Literacy Basics 4
Chapter 2 Using Technology and AI Tools for Personal Finance 30

Unit 2 **Preparing for the Workforce: Career Planning** 56
Chapter 3 Planning for Your Career 58
Chapter 4 Applying for and Accepting Employment 88

Unit 3 **Earnings, Understanding Your Paycheck, and Taxes** 122
Chapter 5 Understanding Your Earnings and Paycheck 124
Chapter 6 Understanding Income Taxes and Filing Tax Returns 146

Unit 4 **Managing Your Money: Budgeting and Banking** 176
Chapter 7 Budgeting 178
Chapter 8 Managing Checking and Savings Accounts 208

Unit 5 **Managing Credit** 244
Chapter 9 Using Credit 246
Chapter 10 Managing Your Credit 276
Chapter 11 Consumer Purchasing 300

Unit 6 **Making Big Decisions: Major Purchases** 328
Chapter 12 Transportation Decisions 330
Chapter 13 Choosing a Residence 356
Chapter 14 Cost and Impact of Education 388

Unit 7 **Building Wealth for the Future: Investing and Financial Growth** 414
Chapter 15 Investing 416
Chapter 16 Retirement and Estate Planning 452

Unit 8 **Protecting What Matters: Risk Management and Insurance** 478
Chapter 17 Managing Home and Auto Risks 480
Chapter 18 Managing Health and Life Risks 508

Unit 9 **Your Money and the Economy: How it All Connects** 532
Chapter 19 Understanding the Economy 534
Chapter 20 Functioning of the Economy 554

SAMPLE

Contents

Unit 1 Laying the Foundation: Financial and Digital Literacy Basics 2

Chapter 1 Financial Literacy Basics 4

Lesson 1.1 Introduction to Financial Literacy 6
Lesson 1.2 Managing Your Personal Finances 14
Lesson 1.3 Factors That Influence Your Personal Finances 21
Chapter 1 Review and Assessment 26
CTSOs: Student Organizations 29

Chapter 2 Using Technology and AI Tools for Personal Finance 30

Lesson 2.1 Digital and AI Literacy 32
Lesson 2.2 Decision Making in the Age of FinTech and AI 39
Lesson 2.3 Avoiding Identity Theft and Financial Scams 44
Chapter 2 Review and Assessment 52
CTSOs: Technology in CTSOs 55

Unit 2 Preparing for the Workforce: Career Planning 56

Chapter 3 Planning for Your Career 58

Lesson 3.1 Choosing a Career 60
Lesson 3.2 Making a Career Plan 70
Lesson 3.3 Obtaining Necessary Education and Training 76
Chapter 3 Review and Assessment 84
CTSOs: Career Exploration: Moving from School to Career 87

Chapter 4 Applying for and Accepting Employment 88

Lesson 4.1 Résumés, Cover Messages, and Employment Applications 90
Lesson 4.2 Job Interviews and the Employment Process 99
Lesson 4.3 Success in the Workplace 110
Chapter 4 Review and Assessment 117
CTSOs: Job Interviewing in CTSOs 121

Unit 3 Earnings, Understanding Your Paycheck, and Taxes 122

Chapter 5 Understanding Your Earnings and Paycheck 124

Lesson 5.1 Understanding Your Income 126
Lesson 5.2 Payroll Deductions and Net Pay 134
Chapter 5 Review and Assessment 142
CTSOs: Ethics in CTSOs 144

Chapter 6 Understanding Income Taxes and Filing Tax Returns 146

Lesson 6.1 Basics of Taxation 148
Lesson 6.2 Filing Income Tax Returns 158
Chapter 6 Review and Assessment 172
CTSOs: Digital Presence and Personal Branding 175

Unit 4 Managing Your Money: Budgeting and Banking 176

Chapter 7 Budgeting 178

Lesson 7.1 Spending and Budgeting 180
Lesson 7.2 Preparing Personal Financial Statements 189
Lesson 7.3 Money Management Software and Financial Records 194
Lesson 7.4 Young Adult and Family Finances 198
Chapter 7 Review and Assessment 204
CTSOs: Performance in CTSO Competitive Events 207

Chapter 8 Managing Checking and Savings Accounts 208

Lesson 8.1 Financial Service Providers 210
Lesson 8.2 Checking and Savings Accounts 221
Lesson 8.3 Developing a Savings Plan 232
Chapter 8 Review and Assessment 239
CTSOs: Team Presentation at CTSO Competitive Events 242

SAMPLE

Unit 5 Managing Credit 244

Chapter 9 Using Credit 246

Lesson 9.1 Sources and Types of Consumer Credit 248
Lesson 9.2 Qualifying for Credit 257
Lesson 9.3 Credit Cards 265
Chapter 9 Review and Assessment 271
CTSOs: Extemporaneous Speaking in CTSO Competitive Events 274

Chapter 10 Managing Your Credit 276

Lesson 10.1 Wise Credit Use 278
Lesson 10.2 Dealing with Credit Problems 285
Lesson 10.3 Consumer Protection 290
Chapter 10 Review and Assessment 295
CTSOs: Written Events in CTSOs 298

Chapter 11 Consumer Purchasing 300

Lesson 11.1 Consumer Purchasing Strategies 302
Lesson 11.2 Consumer Rights 313
Lesson 11.3 Consumer Protection and Defense 318
Chapter 11 Review and Assessment 324
CTSOs: Public Speaking in CTSO Competitive Events 327

Unit 6 Making Big Decisions: Major Purchases 328

Chapter 12 Transportation Decisions 330

Lesson 12.1 Transportation Options 332
Lesson 12.2 Car-Buying Decisions 340
Chapter 12 Review and Assessment 352
CTSOs: Business Law in CTSO Competitive Events 355

Chapter 13 Choosing a Residence 356

Lesson 13.1 Renting a Residence 358
Lesson 13.2 Purchasing a Home 368
Lesson 13.3 Financing Your Home Purchase 377
Chapter 13 Review and Assessment 384
CTSOs: Communication Skills in CTSO Competitive Events 387

Chapter 14 Cost and Impact of Education 388

Lesson 14.1 Planning for Education and Training Costs 390
Lesson 14.2 Funding Your Education 397
Lesson 14.3 Impact of Education and Training on Earnings 404
Chapter 14 Review and Assessment 410
CTSOs: AI, Technology, and the Future of Work 413

Unit 7 Building Wealth for the Future: Investing and Financial Growth 414

Chapter 15 Investing 416

Lesson 15.1 Investments 418
Lesson 15.2 Stock Investments 426
Lesson 15.3 Bonds and Alternative Investments 433
Lesson 15.4 Mutual Funds 440
Chapter 15 Review and Assessment 448
CTSOs: Parliamentary Procedures in CTSO Competitive Events 451

Chapter 16 Retirement and Estate Planning 452

Lesson 16.1 Types of Retirement Plans 454
Lesson 16.2 Planning for Retirement 463
Lesson 16.3 Estate Planning 469
Chapter 16 Review and Assessment 474
CTSOs: Financial Math in CTSO Competitive Events 477

Unit 8 Protecting What Matters: Risk Management and Insurance 478

Chapter 17 Managing Home and Auto Risks 480

Lesson 17.1 Risk Management 482
Lesson 17.2 Home Insurance 489
Lesson 17.3 Auto Insurance 496
Chapter 17 Review and Assessment 504
CTSOs: Community Service Project in CTSO Competitive Events 507

Chapter 18 Managing Health and Life Risks 508

Lesson 18.1 Health Insurance 510
Lesson 18.2 Disability and Life Insurance 521
Chapter 18 Review and Assessment 528
CTSOs: Event Preparation for CTSO Competitions 531

SAMPLE

Unit 9 Your Money and the Economy: How it All Connects. 532

Chapter 19 Understanding the Economy. 534

Lesson 19.1 What Is Economics?. 536

Lesson 19.2 Understanding Market Forces. 544

Chapter 19 Review and Assessment. 550

CTSOs: Business Calculations in CTSO Competitive Events. 553

Chapter 20 Functioning of the Economy. 554

Lesson 20.1 Basics of the Economy. 556

Lesson 20.2 Government and the Economy 564

Chapter 20 Review and Assessment. 574

CTSOs: Promoting the Benefits of Entrepreneurship. 577

Glossary. 578

Index. 589

SAMPLE

Feature Contents

Case Study



Making Decisions 16
Using AI for Homework 36
Career Preparation 67
Writing a Résumé 90
Comparing Job Offers 105
Tax Reality 137
Tax Reality 160
Envelope Budgeting 184
Evaluating Checking Account Features 222
Online-Only Savings Accounts 230
Limiting the Use of Credit Cards 269
Debt Consolidation 287
Credit Card Management 293
Consumer Information 322
Choosing a Vehicle 339
Housing Options 360
Paying for Dental Hygiene School with Student Loans 402
Investing 432
Estate Planning 470
Is the Premium Worth It? 486
Higher Cost of Insuring Newer Cars 502
Deductibles and Coinsurance 515
Disability Insurance 522
Living in a Market Economy 539
Cryptocurrency 562

SAMPLE

Spotlight on Careers

Personal Financial Advisor. 22
Information Security Engineer. 50
Financial Analyst. 79
Credit Counselor. 97
Payroll Clerk. 140
Tax Preparer. 161
Budget Analyst. 185
Bank Teller. 223
Credit Analyst. 263
Bill and Account Collector. 283
Sales Representative. 311
Loan Officer. 348
Real Estate Agent. 375
College Access Counselor. 395
Stockbroker. 429
Estate Planner. 472
Insurance Broker. 487
Patient Account Representative. 525
Economist. 548
Market Research Analyst. 572

You Do the Math

Numeric Reasoning. 24
Margin of Error. 37
Interpreting Rate of Change from Graphs. 60
Interpreting Pie Charts. 91
Multiplication. 139
Multiplication. 156
Problem Solving and Reasoning. 192
Using Exponents to Calculate Compound Interest. 236
Percentages. 255
Sinking Fund Math. 288
Multiplication and Rounding. 309
Units. 345
Geometric Reasoning. 361
Total Interest on Loans. 401
Dollar-Cost Averaging. 444
Percentages. 457
Problem-Solving and Reasoning. 500
Probabilistic Reasoning. 513
Interpreting Line Graphs. 538
Order of Operations. 566

SAMPLE

Economics in Action

Marginal Analysis. 17
Taxes Pay for Important Government Programs. 136
Using Taxes to Influence Behavior. 152
Historical Events that Influenced the Banking System. 219
Lowering Interest Rates to Stimulate the Economy. 254
Consumer Spending. 306
Housing Demand. 365
Education Is Most Important When Jobs Are Scarce. 405
Investor Protection. 446
Auto Liability Insurance. 499
Watermelon Economics. 545

Ethics

Social Entrepreneurship. 72
Confidential Information. 112
Payroll Taxes. 134
Tax Returns. 169
Biased Language. 201
Bad Checks. 222
Banking Errors. 224
Customer Data. 260
Merchandise Returns. 306
Code of Ethics. 318
Truthful Loan Application. 368
Loan Repayment. 399
Insider Trading. 427
Conflict of Interest. 467
Truthful Insurance Claims. 493
Accountability. 516
Sourcing. 546

SAMPLE