



INSPIRING THE NEXT GENERATION OF ECONOMISTS

Why Economics?

Economics helps students make sense of the world – from the rising cost of food, to climate change, to global trade wars. It isn't just about banking or money. At its heart, economics is about:

- **Choices:** How people, businesses, and governments decide what to prioritise.
- **Fairness:** Who gains, who loses, and how to make society fairer.
- **Change:** How we adapt to global challenges like sustainability, technology, and inequality.

Studying economics helps students see how their lives connect to the bigger picture.

Busting Myths

Many young people (and parents!) still have misconceptions about economics. As teachers, you can challenge these early on:

"Economics is about people, policies, and problem-solving." ✓

"Economics is just about finance." ✗






"You need to be a maths genius." ✗

"A good grasp of numbers helps, but creativity, curiosity, and communication are just as important." ✓

✗ "Economics is for a certain type of student."

✓ "Economics benefits from diverse voices and perspectives."

Teaching Ideas & Classroom Support

- 
Connect to the news: Use current headlines (inflation, wages, migration) as classroom discussion starters.
- 
Spot hidden economics: Ask students to find examples of economics in sport, fashion, gaming, or music. Check out the Discover Economics TikTok.
- 
Challenge stereotypes: Share posters of economists from different genders, ethnicities, and sectors.
- 
Run debates: Get students to argue both sides of an economic issue – e.g. “Should governments cap energy prices?”
- 
Use data playfully: Show how statistics can tell human stories, not just numbers.

Why Representation Matters

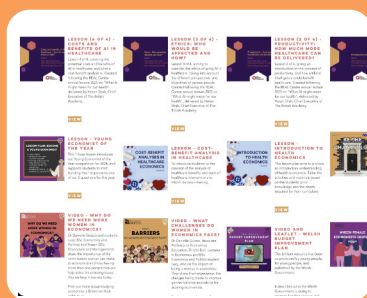
Research shows girls from minoritised ethnic groups, and those from less advantaged backgrounds are less likely to choose economics. When these groups don’t see themselves reflected in the subject, they often opt out. You can make the difference by:

- Using inclusive teaching examples.
- Encouraging all students, not just the “confident few,” to explore economics.
- Signposting role models through the Meet an Economist Series.

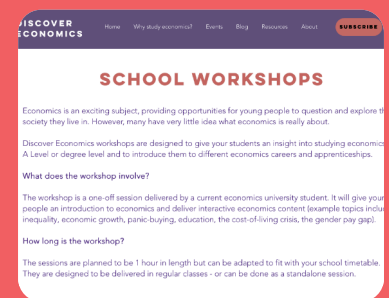
Where to Go Next



Download our posters to display diverse economist stories.



Explore Discover Economics activities, resources, and competitions.



Free workshops available. Share our career insights with your students – from climate change to AI.

Scan or click the QR code to dive into the world of economics and explore helpful resources.



Lesson Plan - Where Can Economics Take You?

Audience: KS4–KS5 (Year 10 – 13)

Duration: 50 minutes

Resources:

- The six “Areas of Economics” posters (digital or printed)
- Student worksheet (simple table with ‘What interests me’, ‘Skills needed’, ‘Sectors connected’)
- Access to “Meet an Economist” posters or QR links

Learning Objectives

By the end of the session students will:

1. Understand what economics is really about and how it differs from business.
2. Recognise six main areas of economics and example careers in each.
3. Identify which areas connect to their own interests and skills.
4. Know possible routes (A-levels, T-Levels, apprenticeships, degrees).

Time	Activity	Purpose
5 min	Starter – “Economics is...” Ask students to finish the sentence “Economics is about...” on sticky notes or in chat. Sort responses into “Money / Business” vs “People / Choices / World Issues.”	Surfaces stereotypes & pre-conceptions.
10 min	Mini-Input: What Economists Really Do Teacher introduces real examples from the 6 posters (e.g. climate change, health systems, AI, global trade, policy, behaviour).	Broadens understanding.
20 min	Poster Carousel Groups rotate between the six posters. At each, note: one job that interests them, one skill they already have, and one new thing learned.	Active exploration; connects to skills.
10 min	Class Discussion – “What surprised you?” Use prompts: Which area links most to your interests? Which skill appears most often?	Reflection; builds confidence.
5 min	Wrap-Up – Pathways & Next Steps Show pathway summary (GCSE → A-Level/T-Level → Degree/Apprenticeship). Share QR code to Discover Economics resources.	Clear take-away and follow-up.

Extension / Homework:

Students interview someone studying or working in economics (can use Meet an Economist videos) and summarise: What do they do? What skills do they use?

Activity 1 - Myth-Buster Quiz

Show 5 quick statements and ask True or False?

- 1) "Economics is only about money." (False)
 - 2) "You need to be a maths genius." (False – confidence matters more than perfection.)
 - 3) "Economists can work in healthcare." (True)
 - 4) "Most economists work in banks." (False – wide range of sectors.)
 - 5) "Economics combines people, policy, and data." (True)
- Finish with "So, what surprised you?"

Activity 2 - Which Economist Are You?

Display the six poster titles. Ask students to choose one that matches their interests:

-  Environment & Climate
-  Health & Wellbeing
-  Data & Tech
-  International Development
-  Policy & Government
-  Behaviour & Decision-Making

They share why, then highlight the top skills from that area.

Activity 3 - Real-World Headlines

Show or read three news headlines (e.g. "New AI regulation planned," "NHS investing in prevention," "UK carbon budget extended").

Ask: Which area of economics connects to this story?

→ Quick class vote; reveal reasoning using posters.

Activity 4 - Skills Spotter

Choose one poster each week.

Ask: Which of these skills do we use in school today? (e.g. teamwork, data analysis, creativity, communication, problem-solving.)

→ Encourages students to see overlap between school subjects and economics skills.

Activity 5 - Future Pathways Challenge

Display the "Pathways" section from any poster.

Ask students to sketch a 3-step route to one of those jobs using arrows (e.g. GCSE Maths → A-Level in Science → Degree in Environmental Economics).

Optional: peer share or stick to a class "career routes" wall.

Implementation Notes

- Tutors can run one activity per week after assemblies or as enrichment.
- Combine with the leaflet + posters for visual prompts.
- Each activity reinforces key messages: economics is broad, human, and open to everyone.



ADVISER HANDOUT



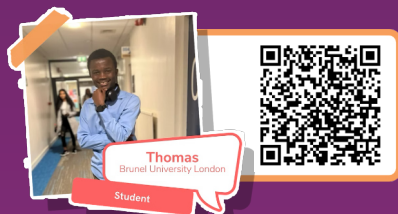
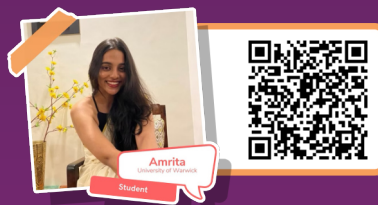
INSPIRING THE NEXT GENERATION OF ECONOMISTS

Why This Matters

Economics is the study of how societies use resources, make decisions, and solve problems. It's not just about money – it's about people, choices, and change.

Students often overlook economics because they think it's only for bankers or "maths whizzes." As advisers, you can open their eyes to the breadth of pathways and opportunities.

Where Can Economics Take You?



Did You Know?

- Economics graduates earn on average £10,000 more than many other social science graduates five years after leaving university.
- Only 1 in 3 students studying economics at university are women.
- Demand for data and analytical skills is growing faster than almost any other skill area in the UK.
- A-Level economics is NOT essential for higher education or careers in economics.

Pathways & Opportunities



Studying economics opens doors to a wide range of future opportunities.

- **Degrees:** Economics, PPE, International Relations, Data Science, Development Studies.
- **Apprenticeships:** Civil Service Economist, data apprenticeships, financial services.
- **Jobs:** Policy adviser, economist, sustainability consultant, data analyst, researcher, civil servant, finance professional, and more.

Sectors in Economics

- **Government & Public Policy:** Treasury, Bank of England, Civil Service.
- **International Development:** UN, World Bank, NGOs tackling poverty and health.
- **Data & Technology:** Data science, fintech, AI, behavioural insights.
- **Sustainability & Environment:** Climate modelling, energy economics.
- **Finance & Business:** Banking, consultancy, management.
- **Research & Academia:** Universities, think tanks, charities.

Transferable skills



Critical thinking & logical reasoning.



Confidence with data & statistics.



Communicating complex ideas clearly.



Global awareness & cultural understanding.



Decision-making in uncertain situations.

Where to Go Next?



Download Posters

Share stories from real economics students and professionals to inspire your classes.



Invite an Economist

Book a school visit through Discover Economics and give students the chance to meet role models.



Try Classroom Activities

Use ready-made resources to spark discussions and show the relevance of economics.

Scan or click the QR code to dive into the world of economics and explore helpful resources.

