

## LEARNING EXPERIENCE OVERVIEW

# JA Global Marketplace<sup>®</sup>

### ■ Work and Career Readiness

JA Global Marketplace introduces middle school students to the global marketplace and the ways in which countries buy and sell from each other. Through completion of this learning experience, students will gain an understanding of producers and consumers in the interconnected global market. They will analyze the similarities and differences among countries and the effects of free enterprise.



The learning experience consists of seven 45-minute sessions and offers two implementation options—basic or advanced. Basic implementation includes Sessions One–Six delivered by the volunteer. Advanced implementation includes Sessions One–Six delivered by the volunteer and Session Seven delivered by the teacher or volunteer. Basic or Advanced implementation depends on educator requirements and correlations to local standards.

### CURRICULUM OUTLINE

Session	Overview	Objectives	Activities
<b>Business and Consumer</b>	Students learn about the relationship between businesses and their customers and the mutually beneficial exchange of products and services. As they explore the global marketplace, students connect well-known products and businesses to their countries of origin.	<ul style="list-style-type: none"> <li>Identify what a business gains from an exchange with a customer.</li> <li>Identify what a customer gains from an exchange with a business.</li> <li>Define ethics and ethical dilemma.</li> <li>Identify the stakeholders of a business. Evaluate whether the actions of a business, which had positive or negative implications to stakeholders, were ethical.</li> </ul>	<p><b>Warm-Up:</b> Introduce the program topics and session overview. Watch a short video that explains the relationship between businesses and customers' needs and wants. Discuss an infographic. Define key terms.</p> <p><b>Activity:</b> Play the Global Business Matchup game to learn about international products and services.</p> <p><b>Deeper Look:</b> Play a game to determine if a business is ethically responsible.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>

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Session	Overview	Objectives	Activities
<b>Business and Culture</b>	Students learn that businesses must understand cultural differences in order to meet customers' needs and make a profit in different countries. By examining the different habits of international customers, students learn about international etiquette and broaden their perspectives.	<p>Identify business-related cultural differences throughout the world.</p> <ul style="list-style-type: none"> <li>• Explain the need for international businesses to take into account their customers' cultural differences in order to provide for the customer and make a profit.</li> <li>• Identify cultural differences throughout the world that affect social interaction and communication.</li> </ul>	<p><b>Warm-Up:</b> Watch a short video about greeting etiquette around the world. Discuss the importance of understanding cultural differences. Define key terms.</p> <p><b>Activity 1:</b> Review U.S. and international McDonald's menus. Discuss the cultural differences represented by the menus.</p> <p><b>Activity 2:</b> Define key terms. Demonstrate different scenarios using Business Etiquette Cards.</p> <p><b>Deeper Look:</b> Compare examples of social etiquette in different countries.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>
<b>Global Trade</b>	Students learn that businesses trade in order to obtain products and services that customers want or need. Students learn about imports and exports, examine the ways technology has improved international trade, and participate in a global trade game.	<p>Identify reasons why countries trade.</p> <ul style="list-style-type: none"> <li>• Demonstrate that countries benefit more from trade than from trying to meet all of their own needs.</li> <li>• Apply key terms related to trade.</li> <li>• Describe how improvements in technology can influence international trade.</li> </ul>	<p><b>Warm-Up:</b> Define key terms. Watch a short video about the effects of technology on trade.</p> <p><b>Activity 1:</b> Define key terms. Explore and discuss the Global Trade Map.</p> <p><b>Activity 2:</b> Play the Want to Trade? game to learn about the benefits of trade.</p> <p><b>Deeper Look:</b> Identify additional international trade relationships and their products.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>
<b>Why Countries Specialize</b>	<p>Students learn that modern countries cannot provide all of the products and services that their people want and need. Therefore, businesses in different countries focus their efforts on specializing in specific resources or producing smaller parts of a product. Students look at examples of specialized global manufacturing, discuss how it affects trade, and consider the trade-offs of interdependence.</p>	<p>Define <i>specialization</i>.</p> <ul style="list-style-type: none"> <li>• Analyze examples of international trade to explain why modern countries cannot provide for all of their own wants and needs.</li> <li>• Show how events and decisions in one country have a causal relationship with, and affect, customers in another country.</li> </ul>	<p><b>Warm-Up:</b> Define key terms. Watch a short video about specialization.</p> <p><b>Activity 1:</b> Play the Make a T-Shirt game. Discuss the benefits of specialization to a business.</p> <p><b>Activity 2:</b> Analyze the Building the Dreamliner animation. Complete the Scavenger Hunt to understand interdependence.</p> <p><b>Deeper Look:</b> Brainstorm other examples of global interdependence and its impact among countries.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>

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<b>Trade Barriers</b>	Students explore the concept of international currencies. They learn about variable exchange rates, currency converters, and how to compare the prices of products from around the world.	Identify examples of trade barriers. <ul style="list-style-type: none"> <li>Analyze the consequences of trade barriers on businesses, employees, and customers.</li> <li>Explain why balance of trade matters to businesses, customers, and employees.</li> </ul>	<p><b>Warm-Up:</b> Define key terms. Identify types of trade barriers.</p> <p><b>Activity:</b> Define key terms. Watch a short video about tariffs. Play the Whose View? game to understand scenarios involving four specific trade barriers and how they affect various stakeholders.</p> <p><b>Deeper Look:</b> Learn about voluntary exchange, balance of trade, and how trade barriers can disrupt the balance of trade.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>
<b>Currency</b>	Students explore the concept of international currencies. They learn about variable exchange rates, currency converters, and how to compare the prices of products from around the world.	Define <i>currency</i> and <i>exchange rate</i> . <ul style="list-style-type: none"> <li>Recognize that different countries have different forms of currency.</li> <li>Recognize that each currency has a different value, which is determined through a variable exchange rate.</li> </ul>	<p><b>Warm-Up:</b> Define key terms and watch a brief video to learn facts about exchange rates.</p> <p><b>Activity:</b> Practice using a currency converter to calculate exchange rates between currencies, and then compare prices of products to gain insight into purchasing power.</p> <p><b>Wrap-Up:</b> Review the session's concepts and key terms.</p>
<b>Global Workforce</b>	Students take on the role of international business owners, reviewing the skills and experience of potential employees to learn about skills what's required to be competitive in the global marketplace.	Describe how businesses are able to use modern technology and communication tools to locate highly qualified employees at the most advantageous wages. <ul style="list-style-type: none"> <li>Express specific steps that would need to be taken to obtain work in another country.</li> <li>Recognize the value of a second language for future job opportunities.</li> </ul>	<p><b>Warm-Up:</b> Watch a brief video about the benefits of speaking a second language. Brainstorm examples of skills that might be needed to work internationally.</p> <p><b>Reader's Theater:</b> Read scenarios and analyze choices to learn more about the international knowledge, technology skills, and requirements needed to work abroad.</p> <p><b>Activity:</b> In groups, students evaluate different employee profiles and determine who would make the best employee to work internationally.</p> <p><b>Wrap-Up:</b> Review the program's concepts and key terms.</p>