



# JA Global Marketplace® Blended Model Program Overview | May 2017

JA Global Marketplace Blended Model introduces middle school students to the global marketplace and the ways in which countries buy and sell from each other. Through completion of this program, 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 program 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.



Session	Session Objectives/Goals Students will be able to...	Session Components	Student Activities	Materials Needed
<b>SESSION ONE</b> Business and Customer	<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 <i>ethics</i> and <i>ethical dilemma</i>.</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>	Warm-Up	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.	Session One Student Guide
		Activity	Play the Global Business Matchup game to learn about international products and services.	Session One Student Guide
		Deeper Look	Play a game to determine if a business is ethically responsible.	
		Wrap-Up	Review the session's concepts and key terms.	
<b>SESSION TWO</b> Business and Culture	<ul style="list-style-type: none"> <li>Identify business-related cultural differences throughout the world.</li> <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>	Warm-Up	Watch a short video about greeting etiquette around the world. Discuss the importance of understanding cultural differences. Define key terms.	Session Two Student Guide
		Activity 1	Review U.S. and international McDonald's menus. Discuss the cultural differences represented by the menus.	
		Activity 2	Define key terms. Demonstrate different scenarios using Business Etiquette Cards.	Business Etiquette Cards
		Deeper Look	Compare examples of social etiquette in different countries.	
		Wrap-Up	Review the session's concepts and key terms.	

<b>SESSION THREE</b> <b>Global Trade</b>	<ul style="list-style-type: none"> <li>Identify reasons why countries trade.</li> <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>	Warm-Up	Define key terms. Watch a short video about the effects of technology on trade.	Session Three Student Guide
		Activity 1	Define key terms. Explore and discuss the Global Trade Map.	Global Trade Map
		Activity 2	Play the Want to Trade? game to learn about the benefits of trade.	Want to Trade? Scorecards
		Deeper Look	Identify additional international trade relationships and their products.	Global Trade Map
		Wrap-Up	Review the session's concepts and key terms.	
<b>SESSION FOUR</b> <b>Why Countries Specialize</b>	<ul style="list-style-type: none"> <li>Define <i>specialization</i>.</li> <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>	Warm-Up	Define key terms. Watch a short video about specialization.	Session Four Student Guide
		Activity 1	Play the Make a T-Shirt game. Discuss the benefits of specialization to a business.	Make a T-Shirt handout
		Activity 2	Analyze the Building the Dreamliner animation. Complete the Scavenger Hunt to understand interdependence.	
		Deeper Look	Brainstorm other examples of global interdependence and its impact among countries.	
		Wrap-Up	Review the session's concepts and key terms.	
<b>SESSION FIVE</b> <b>Trade Barriers</b>	<ul style="list-style-type: none"> <li>Identify examples of trade barriers.</li> <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>	Warm-Up	Define key terms. Identify types of trade barriers.	Session Five Student Guide
		Activity	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.	Whose View? Cards
		Deeper Look	Learn about voluntary exchange, balance of trade, and how trade barriers can disrupt the balance of trade.	
		Wrap-Up	Review the session's concepts and key terms.	

<b>SESSION SIX</b> <b>Currency</b>	<ul style="list-style-type: none"> <li>Define <i>currency</i> and <i>exchange rate</i>.</li> <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>	Warm-Up	Define key terms and watch a brief video to learn facts about exchange rates.	Session Six Student Guide
		Activity	Practice using a currency converter to calculate exchange rates between currencies, and then compare prices of products to gain insight into purchasing power.	Products and Their Prices handout
		Wrap-Up	Review the session's concepts and key terms.	
<b>SESSION SEVEN</b> <b>Global Workforce</b>	<ul style="list-style-type: none"> <li>Describe how businesses are able to use modern technology and communication tools to locate highly qualified employees at the most advantageous wages.</li> <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>	Warm-Up	Watch a brief video about the benefits of speaking a second language. Brainstorm examples of skills that might be needed to work internationally.	Session Seven Student Guide
		Reader's Theater	Read scenarios and analyze choices to learn more about the international knowledge, technology skills, and requirements needed to work abroad.	What's Wrong? Cards
		Activity	In groups, students evaluate different employee profiles and determine who would make the best employee to work internationally.	Global Skills handout
		Wrap-Up	Review the program's concepts and key terms.	Program Certificates

**Concepts:** Business, business ethics, career exploration, communication, cultural awareness in international business, cultural differences, cultural norms, culture, currency, customer, educational and legal requirements, etiquette, exchange rate, export, free trade, immigration, import, innovation, interdependence, international careers, international trade, market, marketplace, migration, product, product safety, production, profit, quota, resources, service, specialization, standards, subsidy, tariff, trade, trade barriers, trade embargo

**Skills:** Analyze charts and evaluate information, analyze human behavior, categorize data, decision making, describe how need leads to innovation, entrepreneurial thinking, examine resources, follow instructions, identify business responsibilities, identify foreign currency, identify international job requirements, identify positive and negative traits, interpret charts and graphs, learning a second language, making customer-based product decisions, negotiating, reading a spreadsheet, reading comprehension, recognize and apply terms, recognize consequences of trade barriers, teamwork, trading, understanding business and cultural etiquette, using a currency calculator