

JA Business Quest

Presented by Amazon



JA Business Quest is a simulation-based program that teaches middle school students the fundamentals of economics, business decision-making, market structures, and global trade while fostering critical thinking, collaboration, and real-world application skills. The JA Business Quest program consists of five teacher-led sessions in addition to one volunteer-led session, all of which are designed for 45-minute class periods. Each student group will need a device to access the online simulation.

Program Overview

Volunteer Session: The Global Marketplace

The volunteer-led session is the first session in the program.

Students learn about the impact of the global marketplace on their everyday lives. They discuss things to keep in mind when working internationally.

Learning Objectives

Students will be able to:

- Understand the importance of recognizing and respecting cultural differences in a global marketplace
- Identify examples of how cultural differences can influence business decisions and relationships
- Recognize the significance of currency in international trade
- Explore international trade and uncover the interconnectedness of economies and the benefits of global exchange

Session 1: Build Your Business

Students are introduced to basic business concepts and the virtual marketplace environment, Profit Park, they will interact with throughout the program. In groups, students will make initial decisions for their business as they create a product, invest wisely, and provide goods to customers for a profit.

Learning Objectives

Students will be able to:

- Identify what a business gains from a customer
- Identify what a customer gains from an exchange with a business
- Analyze business decisions and how they impact customers and businesses

A fun, high-energy video introduces the program and gets the students engaged.

Session 2: Savvy Resource Strategies

Students research neighborhood properties and select the best storefront location for their business, considering building features and rental budget. They then finalize their product and order inventory, adapting their design due to material shortages. Finally, they interview potential employees, balancing the need to offer competitive wages with candidates' qualifications.

Learning Objectives

Students will be able to:

- Analyze the concept of resource sharing and distribution within a community
- Engage in critical thinking by evaluating the fairness of resource allocation within a community
- Build problem-solving skills through navigating scenarios with scarce resources

Session 3: Time to Trade

Students review local business information to find the best match for a trade partner. They then design a product using the new items they received from their trade partner, incorporating these resources to attract customers at Margin Market. Students learn about a required staff training regulation that will add cost and impact their profit margins.

Learning Objectives

Students will be able to:

- Identify reasons why businesses trade
- Analyze how businesses respond to regulations
- Understand the complexities of business regulations and the importance of thoughtful decision-making in regulatory processes

Session 4: Market Navigation

At Margin Market, businesses must choose a point-of-sale (POS) system from suppliers in an oligopoly market structure, limiting consumer options. Students refine their product and order inventory at the JA Workshop, facing high prices due to monopolies on select supplies. Students must adapt their product to changing market structures while meeting customer needs and completing sales.

Learning Objectives

Students will be able to:

- Compare and contrast different market structures
- Experience the dynamics of cooperation and competition in different market settings
- Analyze how production decisions and market conditions influence profits for individual businesses and the industry

Students will watch a video that introduces market structures and prepares them for the final sessions of the program, including the international expansion of their business.

Session 5: Going Global

Students enter the Worldwide Bazaar where they explore the globe and the countries that they can choose as trade partners. A natural disaster impacts the flow of goods across the world. Students will find it hard to get supplies and face increasing costs to their business. They are challenged with making a sale to customers from across the world despite these difficulties.

Learning Objectives

Students will be able to:

- Analyze how countries benefit from trade
- Analyze examples of international trade to explain why modern countries cannot provide for all of their own wants and needs
- Reflect on how countries specialize in producing goods and services based on their available resources and expertise
- Recognize the impact of global events and decisions on different countries and regions
- Analyze the consequences of trade barriers on businesses, employees, and customers
- Appreciate the interdependence between countries in the global economy due to specialization and trade

JA Business Quest was developed with generous support from the W.W. Reynolds Foundation.

For more information, visit JARockyMountain.org

© 2024 Junior Achievement-Rocky Mountain, Inc. All rights are reserved. No portion of this publication may be reproduced, except with the written permission of Junior Achievement-Rocky Mountain, Inc.