

# "Global Market Challenge: Team Competition"

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## Learning Objective:

- Teamwork and collaboration to solve international business challenges.
- Application of knowledge about Canada's trade relations, cultural diversity, and currency impacts.
- Development of critical thinking and presentation skills through debates and scenario discussions.
- This competitive approach is fun, interactive, and encourages quick thinking and teamwork

## Game Setup:

Two groups of students compete to earn points by answering questions related to Canada's role in international business, currency fluctuations, cultural diversity, and trade relations

- Divide the class into 2 teams: Team A and Team B.
- Use a scoreboard to track points for each team.
- The game consists of 4 rounds with different types of questions and activities.

## **Part 1: Rapid Fire (Multiple Choice) – How It Works- (50 points per team,10 mark per question)**

### 1. Setup:

- The game starts with Team A. They get the first question. If they answer correctly, they earn 10 points.
- If Team A answers incorrectly, Team B can steal the points by answering the same question.
- After Team B's attempt (regardless of whether they got the steal or not), the next question goes to Team B for their turn, and the process repeats.

### 2. Answer Time Limit:

- Each team gets 30 seconds to discuss and provide an answer.
- If a team doesn't respond in time, the question automatically passes to the other team.

**Which of the following is a major export product of Canada?**

- A) Coffee
- B) Oil and gas
- C) Electronics
- D) Toys

**What is one advantage of Canada's multicultural workforce for businesses entering international markets?**

- A) It limits communication.
- B) It creates confusion.
- C) It helps businesses connect with diverse global customers.
- D) It reduces productivity.

**How does a rising Canadian dollar affect exports?**

- A) Exports become cheaper.
- B) Exports become more expensive.
- C) Exports increase significantly.
- D) Exports are unaffected.

**Why is it important for Canadian companies to adapt their products to local cultures when entering new markets?**

- A) To lower costs
- B) To meet local tastes and expectations
- C) To save time
- D) To reduce production quality

**Which of the following countries is one of Canada's top trading partners for exports?**

- A) Brazil
- B) Germany
- C) United States
- D) Australia

**What is one potential challenge Canadian businesses face when entering international markets?**

- A) Exchange rate stability
- B) Increased demand for Canadian products
- C) Adapting to local regulations

- D) Access to unlimited resources

**Which factor can boost Canadian exports in the short term?**

- A) A higher-valued Canadian dollar
- B) A stable global economy
- C) A lower-valued Canadian dollar
- D) An increase in import duties

**What is the benefit of participating in international trade missions for Canadian companies?**

- A) Understanding global trends and establishing partnerships
- B) Avoiding local market competition
- C) Receiving government subsidies for new products
- D) Expanding only in North America

**How does Canada's cultural diversity help attract foreign investors?**

- A) It leads to a competitive advantage by providing insights into multiple markets.
- B) It discourages foreign investment.
- C) It makes communication more difficult.
- D) It focuses solely on Canadian consumers

**What impact can sudden fluctuations in the Canadian dollar have on businesses?**

- A) No effect on exports
- B) Increased profitability for all sectors
- C) Uncertainty in pricing for international trade
- D) Guaranteed profits in international sales

## **Round 2: Team Debate (50 Points per Team)**

*Each team is given a scenario related to international business and has 3 minutes to discuss their answer before presenting it to the class. The teacher scores them based on the quality of their argument.*

**Scenario 1 for Team A:** *Your company is deciding between expanding into Europe or Asia. Which region would you choose, and why? Consider factors like market size, cultural diversity, and competition.*

**Scenario 2 for Team B:** You're a Canadian company facing competition from local businesses in India. What strategies would you use to successfully enter the Indian market?

**Round 3: Trade Card Challenge (50 Points per Correct Card, 6 marks per question)**

Each team chooses a **Trade Card number** (either a challenge or opportunity) and must decide how to react to the situation. They have 1 minute to discuss as a team and present their decision.

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**1. Team A Card:** "You are a Canadian clothing company looking to expand into Japan. However, you realize that Japan has very specific consumer preferences. Do you:

- A) Launch the same products you sell in Canada, or
- B) Adapt your product designs to Japanese preferences?"

**Expected Answer:**

- **B) Adapt your product designs to Japanese preferences.**  
Reason: Adapting products to local tastes increases the chances of success in foreign markets by aligning with consumer demands.
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**2. Team B Card:** "Your company exports maple syrup to the U.S., but due to fluctuations in the Canadian dollar, your profits have decreased. Do you:

- A) Focus on boosting your domestic market sales, or
- B) Explore new international markets to diversify revenue?"

**Expected Answer:**

- **B) Explore new international markets to diversify revenue.**  
Reason: Diversifying markets reduces dependence on any one country and can stabilize income despite currency fluctuations.

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**3. Team A Card:** "Your tech company is preparing to enter the European market, but the regulations around data privacy are strict. Do you:

- A) Adjust your data policies to meet European standards, or
- B) Try to lobby for exemptions to the rules?"

**Expected Answer:**

- **A) Adjust your data policies to meet European standards.**  
Reason: Complying with local regulations is essential for operating in foreign markets, especially in industries like tech.

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**4. Team B Card:** "Your company wants to export Canadian lumber to China, but there's a recent tariff increase. Do you:

- A) Absorb the increased cost to maintain your price competitiveness, or
- B) Increase prices and focus on premium buyers?"

**Expected Answer:**

- **A) Absorb the increased cost to maintain your price competitiveness.**  
Reason: In price-sensitive markets, keeping prices low can maintain market share, even if profit margins are temporarily reduced.

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**5. Team A Card:** "Your Canadian dairy company wants to sell products in Mexico, but local dairy companies are already well-established. Do you:

- A) Offer your products at a lower price to compete, or
- B) Focus on promoting the premium quality of Canadian dairy?"

**Expected Answer:**

- **B) Focus on promoting the premium quality of Canadian dairy.**  
*Reason: Competing on quality rather than price helps differentiate your product in an already competitive market.*
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**6. Team B Card:** "Your company manufactures eco-friendly furniture in Canada. A new trade deal makes it easier to export to Scandinavian countries, but your manufacturing costs are high. Do you:

- A) Reduce the quality of materials to lower production costs, or
- B) Keep the quality and market your furniture as a premium eco-friendly product?"

**Expected Answer:**

- **B) Keep the quality and market your furniture as a premium eco-friendly product.**  
*Reason: Scandinavian countries value sustainability and high-quality products, so it's better to position your product as premium.*
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**7. Team A Card:** "Your company is planning to enter the Indian market with a line of electronics, but there are major logistical challenges in distributing across the country. Do you:

- A) Set up partnerships with local distribution networks, or
- B) Manage distribution yourself to keep control over the process?"

**Expected Answer:**

- **A) Set up partnerships with local distribution networks.**  
*Reason: Partnering with local distributors will help you navigate logistical challenges and expand your reach more effectively.*
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**8. Team B Card:** "Your company exports wine to Europe, but due to climate change, grape harvests in Canada are becoming less predictable. Do you:

- A) Invest in technology to improve grape cultivation, or
- B) Focus on importing grapes from other countries to maintain production?"

**Expected Answer:**

- **A) Invest in technology to improve grape cultivation.**  
*Reason: Investing in technology can offer a long-term solution to climate-related issues and help maintain your company's sustainability efforts.*

## **Round 4: Creative Challenge (50 Points for Creativity and Accuracy)**

*Instructions:*

*Working with your team, create a poster that visually represents the following aspects of international business. Make sure the poster is creative, well-organized, and contains accurate information.*

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### **Key Elements to Include:**

1. *Canada's Role in International Trade*
  - *Highlight Canada's major trading partners (e.g., U.S., China, Europe, Mexico).*
  - *Illustrate exports (e.g., energy products, automotive, technology) and imports (e.g., electronics, machinery, raw materials).*
  - *Show global supply chains and key trade routes (e.g., via ocean, rail, air).*
  
2. *Cultural Factors in International Business*
  - *Use visuals to show how cultural diversity within Canada gives Canadian businesses a competitive edge internationally.*
  
3. *Political and Economic Factors*
  - *Show how trade agreements (like NAFTA/USMCA) and tariffs influence trade relations.*
  - *Depict the role of currency exchange rates and how the value of the Canadian dollar impacts exports and imports.*
  
4. *Common International Business Mistakes*
  - *Highlight common pitfalls businesses face when entering international markets*
  - *Not knowing the local rules and laws in other countries.*
  - *Not doing enough research about the new market*
  
5. *Challenges and Opportunities in International Business*

**Challenges:** Things that make international business difficult, like:

- Problems with getting products shipped on time (supply chain delays).
- Taxes or extra costs to trade (tariffs).

**Opportunities:** Things that help Canadian businesses succeed globally, like:

- New technology (e.g., biotech and green energy).
- Expanding into new markets where there is demand for Canadian products.

### Hint

- Draw a simple barrier for challenges (like a stop sign).
  - Use icons like a lightbulb or dollar sign for opportunities.
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**Global Market Challenge: Team Competition \_\_\_\_\_ Name**

**Overall expectations**

*The goal of this lesson is to provide learners with a comprehensive understanding of the factors that contribute to the success of Canadian businesses in international markets, and to analyze Canada's trade dynamics, including its major exports and imports*

*The competitive advantage provided by Canada's cultural diversity, and the impact of the Canadian dollar's value on international business opportunities.*

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<b><u>KNOWLEDGE</u></b> <i>Students demonstrate limited understanding of key concepts, such</i>	<i>Students demonstrate their understanding of key concepts, such as Canadian trade,</i>	<i>Students demonstrate good understanding of key concepts, such as Canadian trade,</i>	<i>Students demonstrate excellent understanding of key concepts, such</i>
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<p><i>as Canadian trade, the impact of cultural diversity, and the effects of currency fluctuations on exports and imports.</i></p>	<p><i>the impact of cultural diversity, and the effects of currency fluctuations on exports and imports.</i></p>	<p><i>the impact of cultural diversity, and the effects of currency fluctuations on exports and imports.</i></p>	<p><i>as Canadian trade, the impact of cultural diversity, and the effects of currency fluctuations on exports and imports.</i></p>
<p><b><u>THINKING</u></b>  <i>The students demonstrated limited critical thinking skills to analyze the provided scenario and choose the most logical or effective solution.</i></p>	<p><i>The students demonstrated critical thinking skills to analyze the provided scenario and choose the most logical or effective solution.</i></p>	<p><i>The students demonstrated good limited critical thinking skills to analyze the provided scenario and choose the most logical or effective solution.</i></p>	<p><i>The students demonstrated excellent critical thinking skills to analyze the provided scenario and choose the most logical or effective solution.</i></p>
<p><b><u>COMMUNICATION</u></b>  <i>The students demonstrated limited communication skills drawing a poster map showing Canada's top 3 trading partners for exports and imports and label the key products traded between these countries.</i></p>	<p><i>The students demonstrated communication skills drawing a poster map showing Canada's top 3 trading partners for exports and imports and label the key products traded between these countries.</i></p>	<p><i>The students demonstrated good communication skills drawing a poster map showing Canada's top 3 trading partners for exports and imports and label the key products traded between these countries.</i></p>	<p><i>The students demonstrated excellent communication skills drawing a poster map showing Canada's top 3 trading partners for exports and imports and label the key products traded between these countries.</i></p>

<p><b><u>APPLICATION</u></b> <i>Teams applied limited understanding of international business challenges to solve complex problems, demonstrating practical application of their knowledge.</i></p>	<p><b><u>APPLICATION</u></b> <i>Teams applied understanding of international business challenges to solve complex problems, demonstrating practical application of their knowledge.</i></p>	<p><b><u>APPLICATION</u></b> <i>Teams applied good understanding of international business challenges to solve complex problems, demonstrating practical application of their knowledge.</i></p>	<p><b><u>APPLICATION</u></b> <i>Teams applied excellent understanding of international business challenges to solve complex problems, demonstrating practical application of their knowledge.</i></p>
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