Our World

Pupils learn what countries of the world rely on each other for resources. They simulate the decisions that countries and businesses make and broaden their understanding of import and export.

Pupils are introduced to the steps needed in setting up their own business and trading internationally.

Session 1: The World Around Us

The pupils are introduced to the Our World programme. They discover that businesses trade on a world scale. Through the "Long Distance Meal" activity they identify the country of origin for a selection of imported goods that can be used to make a meal. They locate the source of each item on a world map, measure distances and calculate how far their meal has travelled.

Session 2: Import / Export

In this session they discover through a puzzle-solving activity that businesses often import and export goods and services to meet the needs of the people in their countries. They identify the difference between natural and man-made resources and consider the effect of global supply and demand on the value, price, use and sustainability of the world's resources.

Session 3: Trading Game

In this session they play a trading game that introduces the complexities of global trade between countries at different levels of economic development, with different resources at their disposal.

Session 4: International Marketing Challenge

In this session they consider the process of developing a product for export to another country. In groups, pupils use their creative skills to come up with an idea for a product for a newly discovered fantasy country. Using the International Marketing Wall Chart they develop a basic marketing plan for their product based around the 4Ps of marketing, but also taking into account a range of related international considerations such as laws, culture, competition, technology, economy and distribution.

Session 5: International Marketing Showcase.

In this session they work in teams to present their International Marketing Plans from session 4 to the rest of their class.