

Business Brain – Large and Global Business Version

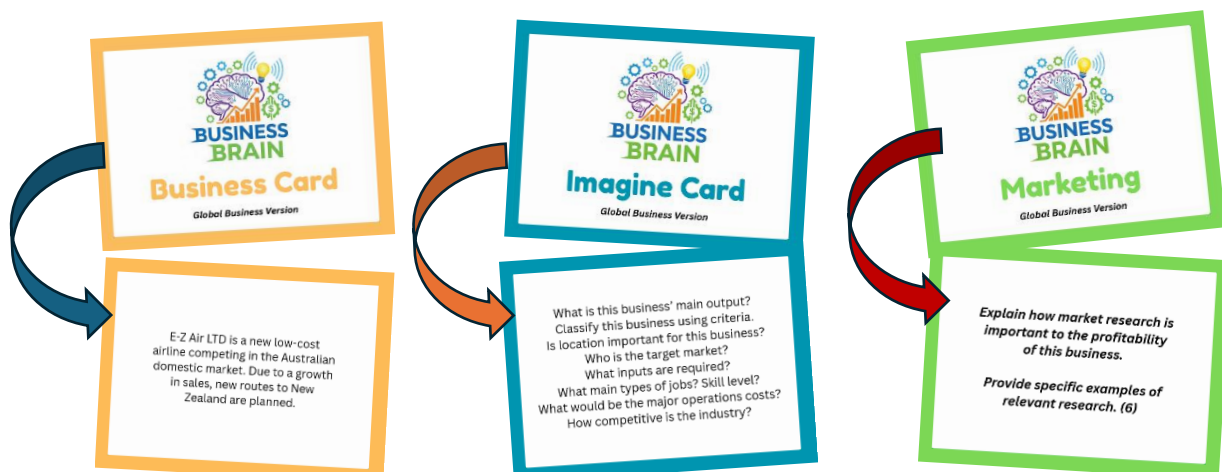
Transform your students' capacity to imagine and apply business theory to a wide variety of businesses.

Why play?

- **Exam Results:** 80% of exam questions require your students to apply business theory to a completely unknown and very specific type of business scenario. This game flexes your students' ability to do this, enhancing academic outcomes and examination performance.
- **Engagement:** Get your students thinking, talking and moving with a range of engaging activities (see below for ideas!).
- **Content Recall:** Course content that is applied creatively – through discussion and sharing – to a business scenario helps your students to recall that content.

Types of cards:

- 32 'Business Cards' with details on a huge variety of businesses
- 16 'Imagine Cards' with questions to help students imagine how the business works
- 120 'Question Cards' with exam-style questions colour-coded to the 4 Key Business Functions – Operations, Marketing, Finance, and Human Resources



How to use the cards:

Level 1: Imagining Global Businesses (Ideas and Notes in Books)

Individual / Pairs - Stationary

- 1: Students choose at random 1 or 2 Business Cards
- 2: Students work through generic questions on the Imagine Card

Students will begin to creatively imagine the specific details and features of a variety of global firms.

Level 2: Content Focus (Discussion and Sharing)

Individuals or Pairs – Stationary

- 1: Teacher selects ONE Question Card (the topic of the current lesson)
- 2: Students select at random 1 or 2 Business Cards
- 3: Students discuss a response to the question(s)
- 4: Sharing session – student groups share their responses

Students begin to see how the business concept of the lesson is applied differently in each firm. The discussion and sharing sessions add student voice and engagement.

Level 3: Business Focus (Discussion, Revision and Short Response Writing)

Individual / Pairs – Stationary

- 1: Teacher selects 1 Business Card
- 2: Students choose 1 or 2 or 3 Question cards (one or all topics)
- 3: Students discuss and compose short responses
- 4: Sharing session – peers share their responses with their partner; thus, both are exposed to a variety of questions relating to the ONE SME.

Students start to make multiple conceptual links to the one business. This replicates the Short Response section of the HSC Examination.

Level 4: Business Focus (Discussion, Revision and Business Report Writing)

Individual – Stationary

- 1: Student selects at random 1 Business Card
- 2: Student selects 3 Question Cards at random – placing them in order of difficulty (easiest first)
- 3: Student allocated set time to compose a Section III Business Report
- 4: Sharing session – Peers share their responses to the randomly allocated global firm and question.

Students build flexibility in applying business concepts to a range of businesses in an extended response format.

Level 5: Rotating Groups (Collective Brainstorming, Revision and Mind-Mapping)

Groups – Rotating Groups and Stations

- 1: Teacher places several 'stations' around the classroom (class size pending)
- 2: Each station will have 1 Business Card and a blank A3 or A4 piece of paper
- 3: Students formed into groups of 2-3. Each will commence at a specific station
- 4: Teacher has placed 4-5 questions (from Question Cards) on the board.
- 5: Student groups commence responding to each question
- 6: Students groups rotate after 3 minutes – then adding onto their peers' work on the next station.
- 7: Students continue to rotate until reaching the station they started at.

Students engage in rich discussion and flexible application of business concepts to a variety of businesses. Students see their peers' ideas and collectively build detailed mind maps from which all students learn from and engage with.

