



# Stock Market

## Instructor Guide

*Using GoVenture In  
Your Learning Environment*



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# GoVenture<sup>®</sup> Stock Market Instructor Guide

*Using GoVenture In Your Learning Environment*

## 1. Welcome

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This Instructor Guide is provided to help you use MediaSpark's GoVenture Stock Market simulation in your classroom or computer lab. If you are not already familiar with the award-winning GoVenture business simulations, we invite you to visit the GoVenture.NETwork at [www.goventure.net](http://www.goventure.net) or to contact us at 1-800-331-2282.

An electronic version of this document is also available on the GoVenture.NETwork.

## 2. About GoVenture

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GoVenture Stock Market enables your students to experience the thrills, challenges, and economics of the Stock Market in a realistic and fun learning simulation!

- Easy to Use
- Visual and Interactive
- Exciting and Fun
- Popular with Students
- Enhances Business and Life Skills

GoVenture is designed to supplement your existing course or curriculum. With GoVenture you can teach Marketing, Entrepreneurship, Business, Economics, and Office Applications with a real-world theme. Everything you need is included: CDs, Books, Lesson Plans, Activities, Test Banks, and more – all at an affordable price!

GoVenture lets your students "*gain years of experience ... in minutes!*"

### **3. What Makes GoVenture Stock Market Unique**

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GoVenture simulations enable “learning-by-doing”, an approach that cognitive scientists have identified as the fastest and most effective way for human beings to learn. GoVenture simulations immerse the learner in a highly visual and interactive environment in such rewarding ways that learners feel intellectually and emotionally engaged in the experience — as if they were personally living it.

GoVenture Stock Market offers several key advantages:

1. A complete experience, providing all the challenges of trading in the stock market, virtually.
2. An educational tool designed to deliver the entertainment value of a game.
3. Helpful paper-based resources that complement and support the learning experience.

GoVenture Stock Market is designed as a tool for youth and adults, to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use – or over an extended period of time.

## 4. How GoVenture Differs from Other Stock Simulations

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There are other stock market games and simulations available, particularly via the Internet, and many online simulations are tied to real stock market activity. However, many learners and instructors can be reluctant to use these systems because of one or more of the issues detailed below. GoVenture Stock Market solves these challenges, and provides the foundation needed to encourage learners and instructors to participate in real stock market activities or simulations:

### **Flexible Scheduling**

Online simulations often have fixed deadlines, startup dates, and schedules of participation. They often require many weeks or months of participation to complete one simulation exercise.

*GoVenture Stock Market condenses time into 'virtual' weeks, simulating years of economic and market activities in a condensed timeframe. You can start a new simulation at any time, pause it, save it, and return to it later.*

### **Designed to Educate, Not Overwhelm**

Many simulations are linked to real stock markets, posing a highly complex challenge which can overwhelm learners and instructors alike.

*GoVenture Stock Market provides an educational challenge in a simulated environment: a limited number of companies; time condensed and matched to the learner's pace; and company profiles, news, and economic effects in manageable quantities.*

### **Experience Economic Cycles**

Simulations tied to real market activity, in real time, are limited to a narrow window of fluctuations and do not reflect the full potential of economic swings over a long period of time.

*GoVenture Stock Market condenses virtual time and economic cycles to provide the realistic effect of markets in different conditions. In a few hours of play, you can experience years of economic variation. Start a new simulation, and you can have totally different conditions challenging you.*

### **Flexible Learning Styles**

Simulations linked to real stock markets often do not meet different learning style needs. Others are designed as games, and lack structured educational pedagogy. Some learners give up if they don't have early success, while others do better without direct competition. And some stock market simulations are over by the time learners understand the concepts.

*GoVenture Stock Market is designed as an educational tool to meet a wide range of learning styles. It is designed to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use – or over an extended period.*

**Differing Technology Resources**

Some classrooms and students may not have computers or reliable Internet access required for online simulations.

*GoVenture Stock Market can be run on a stand-alone computer, or over a network without any Internet access.*

GoVenture Stock Market is designed to be used as a learning program on its own, or to complement other learning materials, courses, programs, and curricula. It can provide a valuable learning opportunity for an individual or an entire class, within a single hour of use – or over an extended period of time. The educational foundation and ease of integration in the classroom and curriculum make GoVenture Stock Market the first choice among learners, educators, and business trainers who are in the early stages of learning about or who are providing basic training for the stock market.

## 5. GoVenture Resources

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Every GoVenture Stock Market Educational license includes the following resources:

### **GoVenture Stock Market Software Simulation**

A highly visual, realistic, and interactive business software simulation program that allows you to experience the thrills and challenges of the Stock Market.

### **User Guide, Simulation Help and Advisor Window**

Print materials included with the software and visual tools in the simulation designed to introduce you and your learners to GoVenture, and to help you become quickly comfortable with using the program.

### **Experiencing the Stock Market**

#### ***An Illustrated Introduction to the Stock Market***

A concise, easy-to-read resource guide that outlines the basics every aspiring Stock Market investor or trader needs to know.

### **Performance Report**

A helpful software tool that displays detailed simulation results, assigns a score to the performance based upon a number of factors, and can be printed out as a report.

### **GoVenture.NETwork — [www.goventure.net](http://www.goventure.net)**

A free website containing a wealth of business tools, activities, and games. Educational packages and other licenses can include some or all of the following learning resources. Check your license for complete details:

### **Instructor Guide**

A guide to help you learn about GoVenture and the various resources that are available for using GoVenture in the classroom or in a business training environment.

### **Learning Guides and Activities**

#### **Instructor and Student Editions**

Lessons and activities designed to bring education on investment, return on investment, and stock market transactions alive in the classroom.

### **Test Bank**

A selection of objective questions which can be used in creating tests on stock market transactions and information contained in Experiencing the Stock Market guide.

### **GoVenture Live the Learning**

A free newsletter to help educators and facilitators bring business to life!

In addition to the above resources, you will also find detailed help contained within the GoVenture simulation, accessible at any time by clicking the HELP button.

## 6. Getting Started

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The following approach is recommended to help you and your students get started with GoVenture:

1. Browse through all of the resources that are provided with GoVenture to get a better understanding of how everything fits together.
2. Review the *Software User Guide* document.
3. Start GoVenture Stock Market and then choose *New Simulation – Single Computer*. Create a Trading Account for yourself, turn on both Computer Traders, and choose *Manual Time Advance*. Then begin the simulation. [Note: Refer to the *Software User Guide* for information on running GoVenture over multiple computers.]
4. As the simulation begins, Quick Help will be displayed – click any key to close this and continue. You are now on the Companies Screen where you can read about each of the public companies that trade their stock on the GoVenture Stock Market. You can quickly browse the summary information on each company, or select a company to review in detail.
5. Explore the various areas of program to become familiar with the different screens within the program and the types of decisions that need to be made. Since we selected *Manual Time Advance* in step #3 above, the simulation will only advance when you click the *Advance* button while on the *Stock Market* screen. Each time this button is clicked, the simulation will advance by one week. You can adjust this setting by clicking the *Time* button at any point in the simulation.

Once you are familiar with the simulation screens, try making buying some stock to get a better sense of how GoVenture works.

## 7. GoVenture and your Curriculum

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### Possible Approaches

GoVenture is a comprehensive program designed to supplement and enhance your existing course, program, or curriculum. It has been specifically created to provide you with a broad and flexible range of options. You may choose to use GoVenture at the beginning of a course, at the end of a course, or throughout an entire term.

#### Using GoVenture at the beginning of a course

By using GoVenture at the beginning of a business course, students immediately gain “hands-on” experience in the issues involved, and the decisions that need to be made, when investing in the stock market. This experience provides them with considerably more insight into what they need to learn and why, making them more likely to participate in class discussion and to ask insightful questions. Students instantly recognize the value of lectures, textbooks, and handouts when connected to GoVenture’s “hands-on” experience.

#### Using GoVenture at the end of a course

By using GoVenture at the end of a business course, students can apply the knowledge, lessons, and techniques they have learned throughout your course to a highly realistic, simulated stock market setting. GoVenture provides students with the opportunity to gain experience and to make the important connection between investment theory and practice.

#### Using GoVenture throughout a course

GoVenture is essentially a stock market laboratory where you students can go every week, or every day, to apply the information and concepts you are teaching about in class. Throughout your course, students can continually use GoVenture to experience and experiment with the knowledge they are gaining.

Choosing what is right for you depends upon the amount of time you have to include GoVenture in your curriculum, and your desire to use the many GoVenture resources that are available.

### Time Required

The time required to run the GoVenture Stock Market simulation depends on your time setting in the program.

Within the GoVenture simulation, you can choose to have time advance automatically or wait until you (or the student) clicks a button. Each time period is equal to one week in the simulation. Within each week, all Traders will have access to the same stock prices,

regardless of who makes a trade first. The time setting can also be changed at any time during the simulation by clicking the *Time button*.

In general, it may take from a few minutes to perhaps one hour for students to become familiar and comfortable with GoVenture's various screens and the decisions that need to be made.

It is recommended that you run a simulation for at least 4 or 5 simulated years so students can experience different economic effects. You also have the option to extend a simulation beyond your initial Play Period setting (up to a total of 10 years). 10 years is the maximum time allowed for any one simulation.

Choosing the *Advance Manually* time option means the simulation could last as long as you want it to, depending on how quickly you (or the students) advance the simulation.

Choosing *Advance Automatically* with a *Play Period* of 5 years provides you with the following time possibilities:

<b>TIME SETTING (SECONDS)</b>	<b>LENGTH OF TIME A 5 YEAR SIMULATION WILL LAST</b>
5	22 minutes
10	44 minutes
15	1 hour
20	1.5 hours
25	2 hours
30	2 hours
45	3 hours
60	4 hours
90	6.5 hours
120	9 hours
180	13 hours
240	17 hours
300	22 hours
600	43 hours
900	65 hours

## **Saving and Resuming Simulations**

GoVenture simulations can be saved and resumed at any time. This allows students to continue to build and work with an existing investment portfolio over an extended period of time.

## Creating your Own Scenarios

You can create investment portfolios with specific startup settings and turn them over to your students to manage. All you need to do is start a new simulation, create trading accounts, make the desired trades, and then save the simulation. Students can start running the customized simulation you have saved by using the “*Resume*” feature.

## Every Simulation is Different

No two simulations will be exactly the same in the GoVenture Stock Market. While the companies will be the same from one simulation to the next, there will be changes in economic conditions, news and events, and (intelligently) random factors which will make each simulation a new challenge.

You can also vary the experience by changing the amount of cash the Traders start with in their Trading Accounts, or by running the simulation for different time periods. So a successful experience in one simulation does not guarantee equal success in the next — being consistently successful takes work!

## **8. Facilitated and Self-Directed Learning**

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GoVenture is designed to be used in facilitated and/or self-directed learning environments. Students can dive in on their own with limited supervision, or can be directed step-by-step through the investment process.

Students only need the GoVenture simulation to begin exploring and learning. However, the additional resources provided can add value to their specific areas of interest and their overall learning experience.

## **9. Individual and Group Learning**

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GoVenture can be used for individual or group learning.

For individual learning, students can be assigned their own trading account to manage.

For group learning, students can work together, sharing a trading account and decision making and/or they can be assigned specific stocks to champion, acting as analysts for their assigned companies or industries. Groups of up to 5 students per trading account can work effectively.

The simulation can be setup to enable students to compete on their own, with computer traders, or directly with other students.

## 10. Evaluating Success

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GoVenture provides a detailed Performance Evaluation report for each trading account. Please refer to the *Software User Guide*, "Performance Evaluation" for a thorough overview of how to evaluate student performance.

## 11. We Want to Hear from You!

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At MediaSpark, we are committed to providing our customers with the best support in the business! We make every effort to design easy to use, robust programs that run on various computer platforms and require little or no installation. However, if technological difficulties still arise, we are here to help. Toll free telephone, email, and fax assistance is readily available. We will call you back promptly, and work with you until all of your issues are resolved. Our primary goal is to provide you and your students with a successful GoVenture experience every time.

We invite you to stop by the GoVenture.NETwork often, to learn about new features we have added to GoVenture and new simulations we are developing.

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