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Instructor Resources

Sample Pages

Experiencing Stock Market





Experiencing

the **Stock Market**

*An Illustrated Introduction
to the Stock Market*

Mathew Georghiou
Margaret Williams



3. Purpose of Stock Markets



Stock Markets

A company raises funds on a Stock Market by selling **Stock**, a percentage of ownership in the company, to **Investors**, people and companies that purchase partial ownership in a company. In return for this Stock, the Investors provide the company with cash.

A **Stock Market** is an entity that brings together companies which wish to raise money with people who have money to invest. This is similar to any other market (like grocery markets, antique markets, and even flea markets). But instead of commodities, the Stock Market sells Stock, enabling people to buy and sell ownership in companies easily and quickly.

Stock Markets are privately owned and run organizations. Some are non-profit and others are operated for-profit. All are regulated by the government in order to maintain the integrity of the process and to protect the public. Stock Markets are important to the economy because they provide people with investment opportunities, and they provide companies with the money they need. This in turn creates positive economic activity, such as jobs, innovation and profits.

Who Invests in Stock

Millions of people and companies buy Stock. Some do so directly through individual Stock purchases, while others indirectly invest in Stock via mutual funds, pension plans, and other investment vehicles. The vast majority of all these purchases are conducted in Stock Markets.



Liquidity

One of the key roles of a Stock Market is liquidity. **Liquidity** refers to the Investors' ability to sell their Stock in a company, quickly converting their Stock to money. A **Liquid Market** is important because it assures Investors that if they wish to sell Stock of a company, there will be someone quickly available to buy that Stock at some time in the future. (The opposite of a liquid market is a **Thin Market**.)



All Stocks in *GoVenture Stock Market* have full liquidity – buy and sell orders are immediately filled.

4. Why Companies Sell Stock

Raising Money

Companies sell Stock (ownership) of the company in order to raise money. These funds can be used to finance operations, expansion, sales, marketing, research and development, new acquisitions, and so on.



Selling Stock is a very common way for companies to raise money because it does not have to be paid back like loans, and this makes it a less expensive method to raise money. But, because owning Stock is owning a portion of that company, whoever owns the majority of voting Shares of a company has **Controlling Interest** in that company. Sometimes company founders are reluctant to sell ownership in their company, because they do not want to lose control of the company.

Debt Financing vs Equity Financing

The only ways for a company to get cash are through sales of products or through financing. Financing is categorized as either Debt or Equity.



Debt Financing is money that the company borrows for a limited period of time, and must pay back at some time in the future – usually with some type of interest added. Debt is usually shown as a Liability on a company's Balance Sheet, in order to show that this money must be paid back sometime in the future.



Equity Financing is money that is given to a company in exchange for a Share of the ownership, and usually does not have to be paid back directly. So when an Investor gives a company money in exchange for Shares (another name for Stock, i.e., ownership in the company), this is called Equity Financing. Equity Financing shows as Shareholders Equity on a Balance Sheet. With Equity Financing, Investors can get their money back in a variety of ways, including Dividends, future sale of the company itself, future sale of Shares on the Stock market, and so on.

There are also various types of quasi-debt and quasi-equity financing approaches that are used.



Stock Market Education Bundle





Stock Market

Instructor Guide

*Using GoVenture In
Your Learning Environment*



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GoVenture[®] Stock Market Instructor Guide

Using GoVenture In Your Learning Environment

1. Welcome



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 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

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

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

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

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

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

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

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:

TIME SETTING (SECONDS)	LENGTH OF TIME A 5 YEAR SIMULATION WILL LAST
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

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

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

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!

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.

MediaSpark Inc.

toll free: 1-800-331-2282

tel: 902-562-0042

fax: 902-562-1252

website: www.goventure.net





Stock Market

Learning Guides and Activities



EDITION



GoVenture Stock Market Learning Guides and Activities

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Instructor



Stock Market Return on Investment

Applying ROI to Buying and Selling Stock

Overview

Learners will choose stocks and evaluate the Total Return (Simple), Simple Annual, and Compound Annual Return on Investment provided by those stocks in the past number of years.

Outcomes

Upon completion of this activity, learners should be able to:

- Obtain the current and past share prices of a stock.
- Evaluate the simple and compound annual returns on investments offered by stocks.
- Follow the values of selected Stock Market Indexes.

Skill Level

Middle School – High School – Post Secondary – Adult

Preparation

No preparation necessary, but it is recommended that the activity *Simple & Compound Rates of Return* be completed prior to attempting this activity.

Optional: If desired the instructor may select the companies to be evaluated. Instructors may also vary the number of stocks to be selected.

Procedure

Summary

Instruct learners to follow the directions in the activity. Review the calculation formulas as necessary. Once completed, lead a discussion to review answers.

Note: Computing the compound rates is time-consuming if the learners do not have a calculator. You may wish to limit the number of compound calculations performed.



Part I: Select Stocks

Select 4 stocks from the same stock exchange. At least 2 of the stocks should have been trading for a minimum of 10 years, and at least 2 should have been trading for more than 25 years. All stocks should be selected from the same stock exchange. For each stock, list the stock symbol, company name, and a brief description of what the company does.

Stock Exchange: _____

Stock Symbol	Company Name	Company Description
DOW Market Index	Dow Jones Industrial Average	
S&P 500 Market Index	Standard and Poors	
NASDAQ Market Index	Nasdaq Composite	

Part II: Record Prices

Record the current and past prices of stocks and of the three market indexes listed below. Also record the dates used for each of the time periods. Record the current and past price of the stock on the table on the following page. You may also wish to record the source and dates used to obtain these prices.

Part III: Calculate ROI

You now know the starting and ending value of the investment and must solve for the rate of return on investment (ROI), using the formulas below.

Percent Total Return on Investment $\text{Starting Value} \times (\text{Rate} + 1) = \text{Future Value}$
Rate = $(\text{Future Value} \div \text{Starting Value}) - 1$

Simple Annual Return on Investment $\text{Starting Value} \times [(\text{Rate} \times n) + 1] = \text{Future Value}$
Rate = $[(\text{Future Value} \div \text{Starting Value}) - 1] \div n$

Compound Rate of Return on Investment (compounded annually) $\text{Starting Value} \times (\text{Rate} + 1)^n = \text{Future Value}$
Rate = $[(\text{Future Value} \div \text{Starting Value})^{1 \div n}] - 1$

where Rate is expressed as a decimal value (e.g. 0.1 and not 10%)
 and n = number of years

Stock Market Return on Investment

INSTRUCTOR



Using the stock and index prices you recorded in Part II, calculate the *Simple Annual Return On Investment (ROI)* with the above formulas. For example, compare the increase (or decrease) in value from one year ago to the current share price to calculate the gain (or loss) 1-Year ROI. Indicate the rate as a percent (e.g. 10%) following the formula:

	Stock Symbol	1-Year ROI	5-Year ROI	10-Year ROI	25-Year ROI
Stock #1					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #2					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #3					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #4					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #1					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	DOW	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #2					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	S&P 500	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #3					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	NASDAQ	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%

INSTRUCTOR



Stock Market Return on Investment



Stock Market

Learning Guides and Activities



STUDENT

EDITION



Stock Market Return on Investment

Applying ROI to Buying and Selling Stock

YOUR NAME: _____

DUE DATE: _____

SCORE

Overview

In this exercise you will choose real stocks and evaluate the Total Return (Simple), Simple Annual, and Compound Annual Return on Investment provided by those stocks in the past number of years.

Outcomes

Upon completion of this activity, you should be able to:

- Obtain the current and past share prices of a stock.
- Evaluate the simple and compound annual returns on investments offered by stocks.
- Follow the values of selected Stock Market Indexes.

Preparation

No preparation necessary, but it is recommended that the activity *Simple & Compound Rates of Return* be completed prior to attempting this activity.

Procedure

Summary

Follow the directions in the activity. Review the calculation formulas as necessary. Once completed, be prepared to discuss your answers.

Note: Computing the compound rates is time-consuming if you do not have a calculator.



Part I: Select Stocks

Select 4 stocks from the same stock exchange. At least 2 of the stocks should have been trading for a minimum of 10 years, and at least 2 should have been trading for more than 25 years. All stocks should be selected from the same stock exchange. For each stock, list the stock symbol, company name, and a brief description of what the company does.

Stock Exchange: _____

Stock Symbol	Company Name	Company Description
DOW Market Index	Dow Jones Industrial Average	
S&P 500 Market Index	Standard and Poors	
NASDAQ Market Index	Nasdaq Composite	

Part II: Record Prices

Record the current and past prices of stocks and of the three market indexes listed below. Also record the dates used for each of the time periods. Record the current and past price of the stock on the table on the following page. You may also wish to record the source and dates used to obtain these prices.

Part III: Calculate ROI

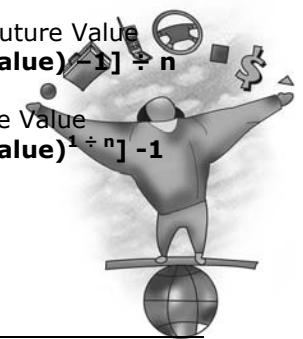
You now know the starting and ending value of the investment and must solve for the rate of return on investment (ROI), using the formulas below.

Percent Total Return on Investment Starting Value X (Rate + 1) = Future Value
Rate = (Future Value ÷ Starting Value) - 1

Simple Annual Return on Investment Starting Value X [(Rate X n) + 1] = Future Value
Rate = [(Future Value ÷ Starting Value) - 1] ÷ n

Compound Rate of Return on Investment (compounded annually) Starting Value X (Rate + 1)ⁿ = Future Value
Rate = [(Future Value ÷ Starting Value)^{1 ÷ n}] - 1

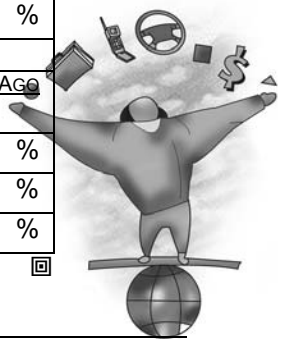
where Rate is expressed as a decimal value (e.g. 0.1 and not 10%)
 and n = number of years



Stock Market Return

Using the stock and index prices you recorded in Part II, calculate the *Simple Annual Return On Investment (ROI)* with the above formulas. For example, compare the increase (or decrease) in value from one year ago to the current share price to calculate the gain (or loss) 1-Year ROI. Indicate the rate as a percent (e.g. 10%) following the formula:

	Stock Symbol	1-Year ROI	5-Year ROI	10-Year ROI	25-Year ROI
Stock #1					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #2					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #3					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Stock #4					
PRICES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Percent Total Return		%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #1					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	DOW	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #2					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	S&P 500	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%
Index #3					
INDEX VALUES	<u>CURRENT</u>	<u>1 YEAR AGO</u>	<u>5 YEARS AGO</u>	<u>10 YEARS AGO</u>	<u>25 YEARS AGO</u>
Total Return	NASDAQ	%	%	%	%
Simple Annual ROI		%	%	%	%
Compound Annual ROI		%	%	%	%



Stock Market Return



Stock Market

Test Bank



INSTRUCTOR

EDITION



GoVenture[®] Stock Market Test Bank



Questions include multiple choice, true/false, matching, and fill-in-the-blank. Questions are arranged by subject matter groups. Please select the questions most appropriate for your learners.

Contents

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Student Copy

The categories and questions follow in the same sequence in the Student Edition.

Instructor

GoVenture Stock Market

Test Bank

Purpose of Stock Markets

1. A Stock Market is beneficial to the economy because it provides companies with the money (or funds) that they need, and provides people with investment opportunities.
2. A Stock Market creates positive economic activity, such as wealth and jobs.
True False
3. Only wealthy people and companies invest in the stock market. True False
4. In Stock Markets, *Liquidity* refers to an investor's ability to sell their stock in a company, quickly converting the stock to money.
5. The opposite of a Liquid Market is a
 - a. Solid Market
 - b. Money Market
 - c. Bear Market
 - d. Thin Market
 - e. Bull Market





Stock Market

Software User Guide



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GoVenture[®] Stock Market Software User Guide



1. Welcome

This document provides an overview of MediaSpark's GoVenture Stock Market simulation. The purpose of this document is to get you started quickly and confidently, by providing an overview of the key elements of the software. GoVenture Stock Market is designed to be easy to use, and includes detailed help accessible from within the program.

For an illustrated introduction to the basics of investing in stocks and the Stock Market, please refer to the companion book: *GoVenture Experiencing the Stock Market*.



2. GoVenture Stock Market

What is the GoVenture Stock Market Simulation

The GoVenture Stock Market simulation software is designed primarily as a learning tool, but it is also intended to provide an entertaining experience. The objective of GoVenture Stock Market is to help you learn about the Stock Market in a fun and educational manner.

GoVenture Stock Market allows you to invest in industry-representative companies, research the companies and the economy, track stock performance, open a trading account, buy and sell, track your stock portfolio's performance, and compete with other investors. News and rumors also impact the market, so just like real stock markets, you have to keep track of what is happening and evaluate how it could impact your investments.

GoVenture Stock Market utilizes MediaSpark's innovative software simulation techniques, enabling you to "learn-while-doing." Unlike any book, course, or seminar, MediaSpark simulations enable you to *gain years of experience in minutes!*

What Makes GoVenture Stock Market Unique

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.

How GoVenture Differs from Other Stock Simulations

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.

What You Need to Play GoVenture Stock Market

GoVenture Stock Market is designed using proven technologies that will operate on Windows and Macintosh computers, either stand-alone or over the Internet. For specific system requirements, please refer to the software documentation.

More Information

For more information on GoVenture Stock Market and other simulations, visit the GoVenture.NETwork Internet portal or contact MediaSpark at:

Sales: 1-800-331-2282 USA/Canada
Telephone: 902-562-0042
Fax: 902-562-1252
Internet: www.goventure.net

3. Playing GoVenture Stock Market

Each time you run GoVenture Stock Market you will first go to the **SETUP** Screen, where you will have the following options:

- Start a New Simulation
- Resume a Previously Saved Simulation
- Save the Current Simulation
- Quit

Start a New Simulation

When you elect to start a new simulation, you will have to make five sets of decisions to set up your new simulation. Unless you have a large number of players, this should only take a few moments to do.

Once you make these selections, click the *Start Simulation button* to begin.

1. Set the Play Mode

GoVenture Stock Market can be played on a single computer with one or more players competing on the same computer. It can also be used on multiple computers connected over a network or on the Internet. This enables players in a single room or at distance to compete with each other.

SINGLE COMPUTER

Choose this option if you wish to play the simulation on one computer only. You will be able to create several Trading Accounts so that you can compete with others (and the computer Traders), but all players must use this same computer to access the simulation.

NETWORK/INTERNET

Choose this option if you wish to play against other people using their own computers on your local area network or over the Internet. A maximum of 16 computers can run the same simulation. The first computer used to launch the simulation should be designated as the Host in order to manage all activity.

2. Create Trading Accounts

You must create at least one Trading Account for each player, or each group of players, who will be trading from the same account. For each Trading Account, enter a name for the account and a starting amount of cash, then click the *Create Account button*. The maximum number of Trading Accounts which can be set up is 50.

3. Choose Computer Traders

You may choose to compete against one, both, or neither of the computer Traders as a method of comparing your performance. Each computer Trader behaves differently:

ROBOTRADER

Makes trades at random, with no logic or reason behind its decisions.

MARKETTRADER

Is more intelligent and makes decisions based upon current news and events, and the general direction of the market.

If you elect to compete against one or both of the computer Traders, you must also choose the amount of starting cash in each computer Trader's account. For the best comparison, human and computer Traders should all be given the same amount of starting cash.

4. Set How Time Advances

You can choose to have time advance automatically or wait until you click 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*.

AUTOMATIC TIME ADVANCEMENT

Having the time advance automatically creates a greater sense of urgency and realism in the simulation, as sometimes you may not have as much time as you would like to make trading decisions. It may create a greater feeling of suspense as you may have to wait longer to see the performance results of a trade. You also have the choice of how fast you would like time to advance.

Note: If you have multiple Traders all using the same computer, you may not want to select this option, because they may not all have a chance to trade before the time automatically advances.

MANUAL TIME ADVANCEMENT

The Manual time setting provides you with more control over the simulation. You must click a button each time you want the simulation to advance to the next period/week. If you elect manual time advancement, the *Advance button* will appear in the *Account window*.

5. Determine Length of Play

The play period determines how long the simulation will run. For example, if you select 1 Year, then the simulation will end after 52 advances/weeks. There are 13 weeks in each quarter (three-month period), and 26 weeks in a six-month period.

At the end of the time period you selected, you will have the option to continue on or to end the simulation. You can also change the play period at any time during the simulation by clicking the *Time button*.

Save and Resume a Simulation

Saving a Simulation in Progress

You can halt time in the GoVenture Stock Market simulation and save your simulation to disk, and then return to it later. To do this, click on the Setup button which is in the lower right corner, in the applications menu on all the main GoVenture Stock Market screens. This will take you to the **SETUP** screen, where you would click on the *Save button*. Then name and save the file to a hard drive or diskette.

Resuming a Saved Simulation

When you launch GoVenture Stock Market simply click on the *Resume button* and call up your saved file, instead of starting a new simulation.

Ending a Simulation

The simulation will automatically stop once you have reached the end of the designated play period (*see Determining Length of Play, above*). You can also end a simulation at any time, even before the planned number of weeks has elapsed, by clicking the *Time button* and then clicking the *End This Simulation button*.

When a simulation has ended, you can review your performance report and check your score. You can also review the details of your trading activity. If you wish to save your evaluation information, be sure either to Print the Performance Report or to Save the simulation before quitting the program or starting a new simulation. If you Save the simulation, you will be able to view the results later by selecting the Resume option (*see above*).

Quitting

To quit GoVenture Stock Market *and exit the program completely*, select the *Setup button* from the Application Menu, then click the *Quit button*. If you wish to resume your current simulation at a later time, be sure to save it before quitting (*see above*).

4. How GoVenture Stock Market Works

Objective

The key objective of GoVenture Stock Market is to finish the simulation with more cash (and/or greater portfolio value) than when you started.

Doing so will require each Trader to become familiar with the stock being traded and market terminology, and to understand how business, political, and economic events might impact the stock market. In other words, each Trader will need to learn how to “play the market” in a virtual world where no real money is gained or lost. Yes, you guessed it, the other objective is learning — in an engaging, but challenging, environment.

Activities

Playing GoVenture Stock Market involves the following activities:

Researching Companies and Stock Performance

Each company in the simulation represents a specific industry. Use the **COMPANY** and **Stocks** screens of GoVenture Stock Market to learn about the companies and the performance of their stocks.

Analyzing the Economy

There are several different economic models embedded in GoVenture Stock Market. The system automatically assigns one of these (but you won't know which). Each economy follows different multi-year cycles and is further varied by randomized factors. So every new simulation will pose a different economic challenge.

Carefully following the Economic Growth (reported each quarter), will help you to project whether a specific company will do better or worse during good and bad economic times. It will also help you to determine how the overall performance of the market will affect the value of stocks in general. (*See also Market Influences section, below.*)

Projecting the Effect of News and Events on Stock Performance

Various events will occur as the simulation plays. These may include News Articles, Press Releases, or Rumors. It is important to analyze these events carefully, as they all have the potential to affect the value of a stock, either immediately or sometime in the future. (*See also Market Influences section, below.*)

Buying and Selling Stock

Once you determine which stocks you think are going to rise in value, you can buy shares of that stock at any time, using the *Trading buttons* found on all main GoVenture Stock Market screens. If you feel a stock will diminish in value, or you prefer to move your funds into a better-performing stock, you can sell your shares at any time.

Each buy or sell transaction that you order is executed immediately, and the funds are deducted (buy) or added (sell) to your Trading Account. Each trade is also subject to a brokerage fee, and this charge is deducted from the cash in your Trading Account.

In GoVenture Stock Market you are always long in stock you buy. You cannot buy short. You are also limited to the amount of cash in your Trading Account for future purchases of stock: there are no margin accounts in the simulation.

Analyzing Market Performance – Market Index

The **STOCK MARKET** screen includes a Market Index. This is a composite representation of the weighted value of all stocks on the stock market. By following the Market Index, you can quickly evaluate the overall performance of the stock market.

The Market Index is calculated as follows:

$$\text{Market Index} = \frac{\text{Sum of the Market Caps of all companies}}{\text{Total Number of Shares Issued and Outstanding of all companies}}$$

where

$$\text{Market Cap} = \text{Share Price} \times \text{Number of Shares Issued and Outstanding}$$

Analyzing Your Performance

You can analyze your overall Portfolio and individual trading performance at any time by viewing the **ACCOUNTS** screen and/or the **PERFORMANCE** screen.

Market Influences

The Economy

Economic Growth is a composite representation of a number of economic indicators such as Gross National Product (GNP), purchases, prices, income levels, inventories, export and trade, construction, consumption, unemployment, and so on.

This Economic Growth measurement is used to identify if an economy is growing or shrinking. It is given as a percentage change from the previous time period (as an adjusted annual rate).

At the end of each quarter (3 months, i.e. 13 weeks), a News Article reporting the Economic Growth of the past quarter along with projections for the next quarter and year will be posted on the **STOCK MARKET** screen.

By following the Economic Growth carefully, you can project whether a specific company will do better or worse during upcoming economic times. You will also determine how the overall performance of the market could affect the value of all the stocks in general.

Keep in mind that the projected Economic Growth values provided in the news articles are only predictions. They may not always be accurate predictions of what the future holds.

News and Events

Various events will occur as the simulation plays. These may include News Articles, Press Releases, or Rumors. It is important to analyze these events carefully, as they all have the potential to affect the value of a stock, either immediately or sometime in the future. Generally, good news and events increase the price of a stock, while bad news and events are more likely to decrease the price.

NEWS ARTICLES

The GoVenture Times Newspaper will post articles related to world events, the economy, and the companies on the Stock Market. These articles are written by reporters, analysts, and editors who are generally not directly related to the companies or the stock market.

PRESS RELEASES

Press Releases (also called News Releases) are prepared and issued by the companies themselves, in order to announce information that the company feels is important or is required by law to report publicly.

RUMORS

Rumors are unsubstantiated messages and information that may or may not be accurate. The source of the rumor and its reliability are unknown.

Multiple Players

GoVenture Stock Market allows you to compete head-to-head with friends, family members, and classmates in the same simulation. You also have the option of competing against one or both fictitious Traders which are run by the computer.

Since every new simulation is different, if you want everyone to have an equal playing field, they should each be set up in the same simulation with a Trading Account having the same amount of starting cash.

Single Computer, Network, or Internet Play

You have the option of running the simulation over one stand-alone computer, or on up to 16 computers via a local area network or over the Internet.

The maximum number of Trading Accounts which can be set up is 50.

If you have multiple players and only one computer, there will be more demand to get to the computer to check for company and market information. You can run the time manually in such a case, so that you make sure every Trader has an equal opportunity to buy and sell before advancing the weekly time clock.

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!

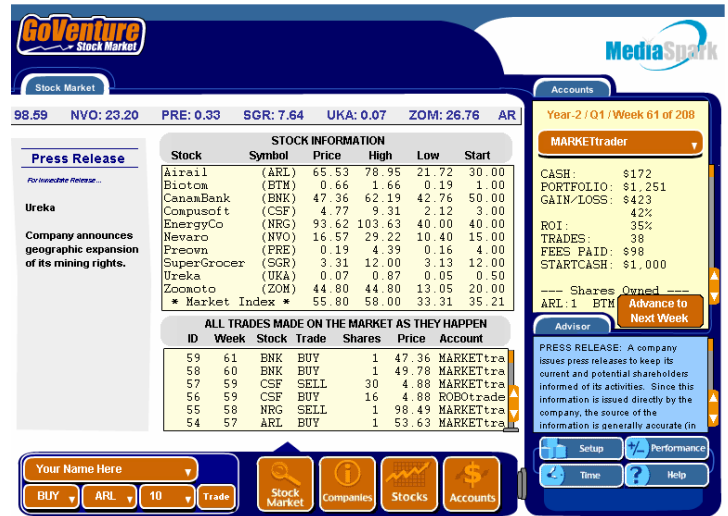
5. GoVenture Stock Market Screens

The Four Main Screens



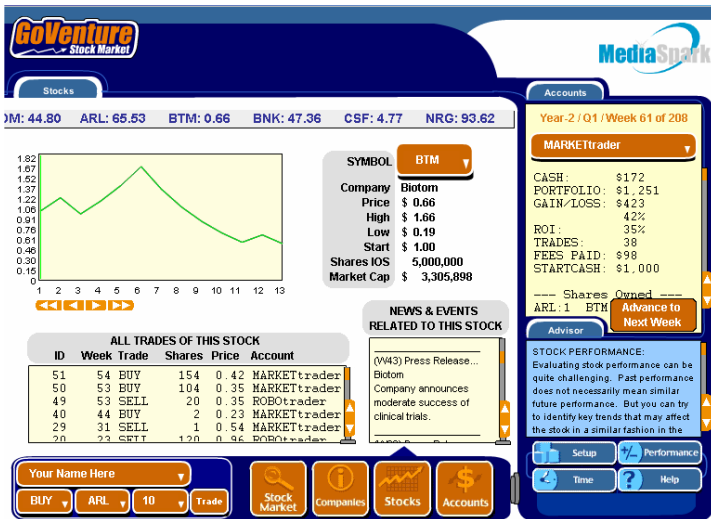
Companies

View information about the companies behind the stocks.



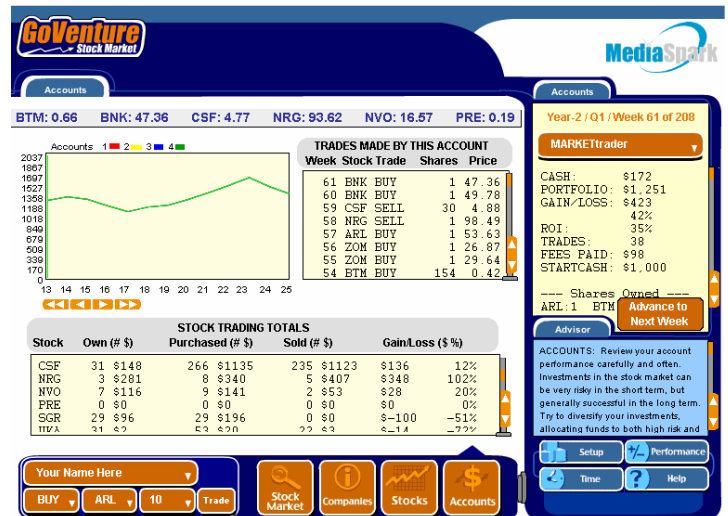
Stock Market

View stock market trading activity as it happens.



Stocks

View the historical performance of each stock, and events that may affect future performance.



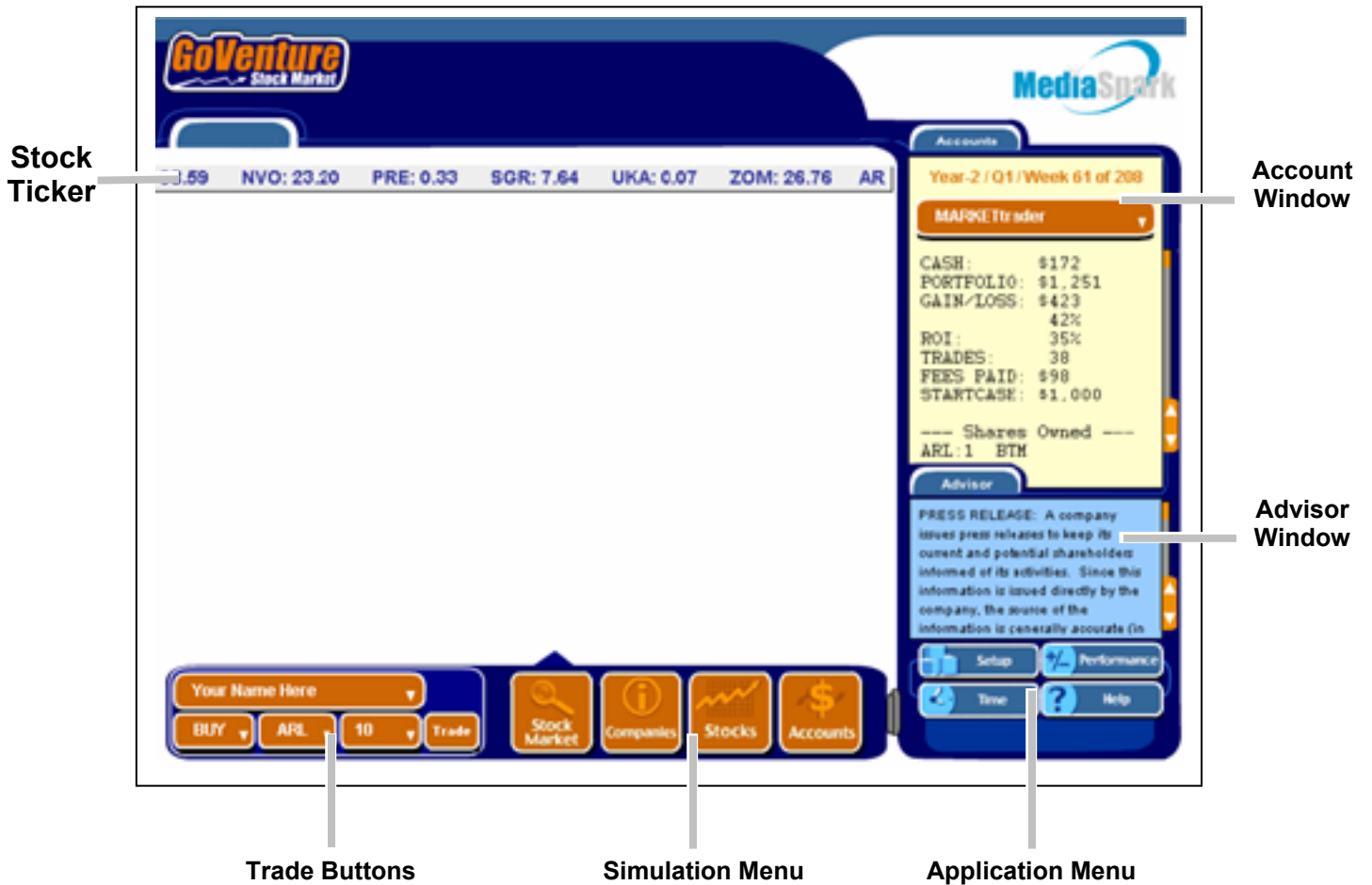
Accounts

View the trading history and overall performance of each Trading Account.

Layout of the Main Screen Interface

Overview

The GoVenture Stock Market Interface is designed to be intuitive, easy to use, and quick to download (if used via the Internet). The key areas of GoVenture Stock Market are outlined below:



Stock Ticker

Drop Down Lists and Scrolling

Trade Buttons and Simulation Menu

BTM: 0.66 BNK: 47.36 CSF: 4.77

Stock Ticker

The Stock Ticker continually scrolls the symbol and current price of each stock.



Drop Down Lists

To make a selection, click in the middle of the list to view all options, and then click on your selection.



Scrolling

To scroll text in a window, click on the up and down arrows. You can also click and drag the orange square to scroll faster.



Trade Buttons

Use these buttons to buy and sell shares.

- (1) Select the Account with which you want to make the trade.
- (2) Select the type of trade you want to make: Buy or Sell
- (3) Select the Stock you want to trade.
- (4) Select the number of shares you want to trade.
- (5) Click the *Trade button* to make the trade.

Trades will execute immediately. If you buy shares, money will be deducted from your cash account. If you sell shares, money will be added to your cash account. Note that there is a transaction fee charged on every trade.

Simulation Menu

Use these buttons to navigate to different screens in the simulation.

STOCK MARKET displays information about the stock market and its activity.

COMPANIES displays information about the companies that have their stock available for trading.

STOCKS displays historical information and activity of each Stock.

ACCOUNTS displays detailed information about the Trading Accounts.

Accounts Window

Advisor Window

Application Menu



Advisor Window

The Advisor Window displays information and advice as you are playing the simulation.

Application Menu

SETUP
Takes you to the application options, including starting a new simulation, quitting the existing simulation, save, resume, etc.

TIME
Takes you to the Time options.

PERFORMANCE
Takes you to the personal performance area.

HELP
Displays detailed help for each screen and the simulation.

Accounts Window

This window displays summary information about the current account. To view information on a different account, click the orange list. You can also choose the VIEW ALL option to compare accounts. To view more detailed account information, go to the ACCOUNTS screen.

CASH
Amount of cash remaining that can be used to buy more stock.

PORTFOLIO
Current value of all investments currently owned ("Stock Portfolio"). This is equal to the number of shares owned multiplied by the current share price.

GAIN/LOSS
The total increase/decrease in value (cash + portfolio) since the simulation was started – in dollars and percentage.

ROI
Average annual return on investment.

TRADES
Number of buys and sells executed.

FEES PAID
Each time a trade is made, a transaction fee is charged. This fee is based upon a percentage of the overall value of the transaction. The more trades you make, the more fees that will be paid.

START CASH
Amount of cash available when the simulation was started.

SHARES OWNED
A list of all the stock currently owned, including the number of shares.

Companies Screen

The COMPANIES screen provides information on the companies behind the stocks. There are 10 companies which have their stock available for trading.

ABOUT THE COMPANIES

ENERGYCO (NRG) is an established energy company with power plants in eastern North America. They have been a profitable company for many years and are now looking to expand and diversify by acquiring other energy and oil and gas companies.

NEVARO (NVO) is a leading pharmaceutical and healthcare company that provides medical services to large companies and develops commonly known over-the-counter drugs.

PREOWN (PRE) is a mid-size company that refurbishes and sells used non-durable consumer goods, including automobiles, machinery, tools, furniture, computer, and communication equipment.

SUPERGROCER (SGR) is a large and profitable food and durable goods conglomerate with farms, grocery stores, restaurants, and household products manufacturers accross North America.

Stock Market Screen

The STOCK MARKET screen displays all activity on the stock market as it happens.

GoVenture Times

due is the end
to the road for
the hour hand Tuesday March 100

POOR ECONOMIC PERFORMANCE.

Economic Growth for the past Quarter was -1%

Economic Growth for the upcoming Quarter is projected to be -1%

And for next Year 3%

STOCK INFORMATION					
Stock	Symbol	Price	High	Low	Start
Airail	(ARL)	39.67	78.95	21.72	30.00
Biotom	(BTM)	1.10	1.66	0.19	1.00
CanamBank	(BNK)	55.10	62.19	42.76	50.00
CompuSoft	(CSF)	5.24	9.31	2.12	3.00
EnergyCo	(NRG)	80.46	103.63	40.00	40.00
Nevaro	(NVO)	17.87	29.22	10.40	15.00
Preown	(PRE)	0.14	4.39	0.13	4.00
SuperGrocer	(SGR)	4.92	12.00	3.13	12.00
Ureka	(UKA)	0.04	0.87	0.03	0.50
Zoomoto	(ZOM)	40.92	44.80	13.05	20.00
* Market Index *		51.15	58.00	33.31	35.21

ALL TRADES MADE ON THE MARKET AS THEY HAPPEN						
ID	Week	Stock	Trade	Shares	Price	Account
63	66	SGR	BUY	4	4.92	MARKETtra
62	64	BNK	BUY	1	49.83	MARKETtra
61	63	NVO	BUY	2	16.41	MARKETtra
60	62	UKA	BUY	59	0.05	MARKETtra
59	61	BNK	BUY	1	47.36	MARKETtra
58	60	BNK	BUY	1	49.78	MARKETtra

News & Events

News and Events will occur throughout the simulation, including News Articles, Press Releases, and Rumors. Generally, good news and events increase the price of a stock, while bad news and events are more likely to decrease the price.

See *Playing GoVenture Stock Market* for more details.

All Trades Made Window

Displays all trades made on the stock market as they happen.

ID
A sequential number identifying each unique trade.

WEEK
The period (week) in which the trade was made.

TRADE
Type of trade: Buy or Sell

SHARES
Number of shares traded.

PRICE
Price at which the shares were traded.

ACCOUNT
The Trading Account that made the trade.

Stock Information Window

Displays current information on each stock, and the Market Index.

STOCK
Name of the Company that the Stock represents.

SYMBOL
Ticker Symbol of the Stock.

PRICE
Current Share Price.

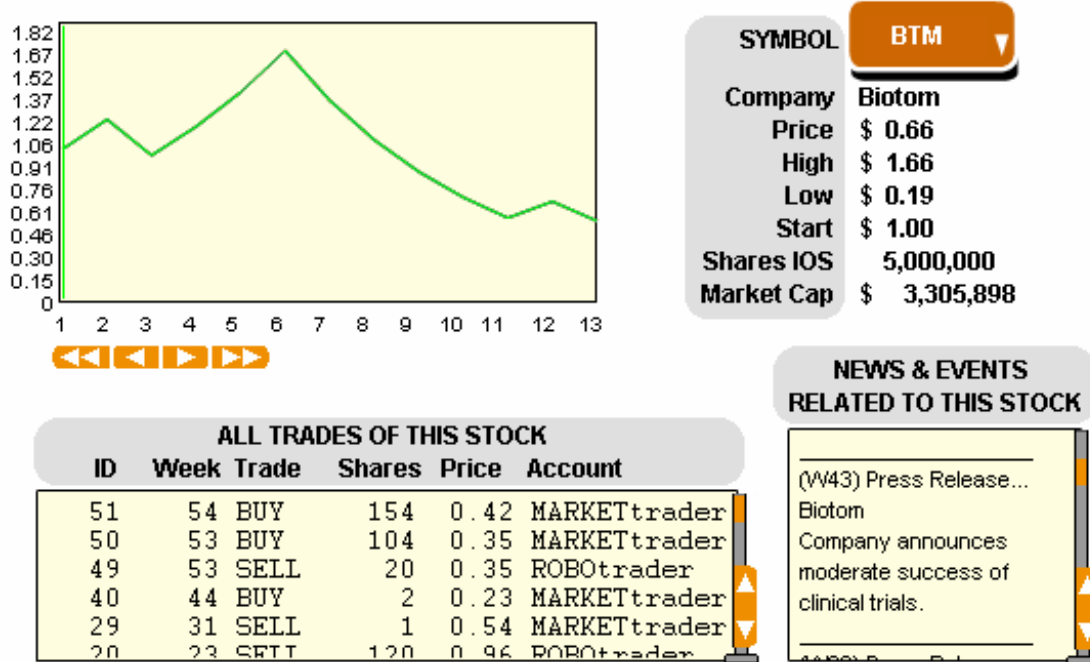
HIGH
Highest Price the Shares have ever been since the simulation started.

LOW
Lowest Price the Shares have ever been since the simulation started.

START
Share Price at the time the simulation was started.

Stocks Screen

The STOCKS screen provides information on each stock and company.



Stock Chart

The chart graphically displays the share price of a stock over time. You can use the arrow buttons to scroll the chart left and right. The single arrow buttons scroll one period (week) at a time, while the double arrows scroll 12 periods (weeks) at a time.

All Trades Made Window

Displays all trades (Buy and Sell) made of this specific stock.

See Stock Market Screen section for more details.

News & Events Related to this Stock

News and Events specifically related to this stock.

See Playing GoVenture Stock Market for more details.

Stock Fundamentals

Displays current information for the selected stock. To choose a stock to view, click the SYMBOL drop down box.

SYMBOL
Ticker Symbol of the Stock.

COMPANY
Name of the Company that the Stock represents.

PRICE
Current Share Price.

HIGH
Highest Price the Shares have ever been since the simulation started.

LOW
Lowest Price the Shares have ever been since the simulation started.

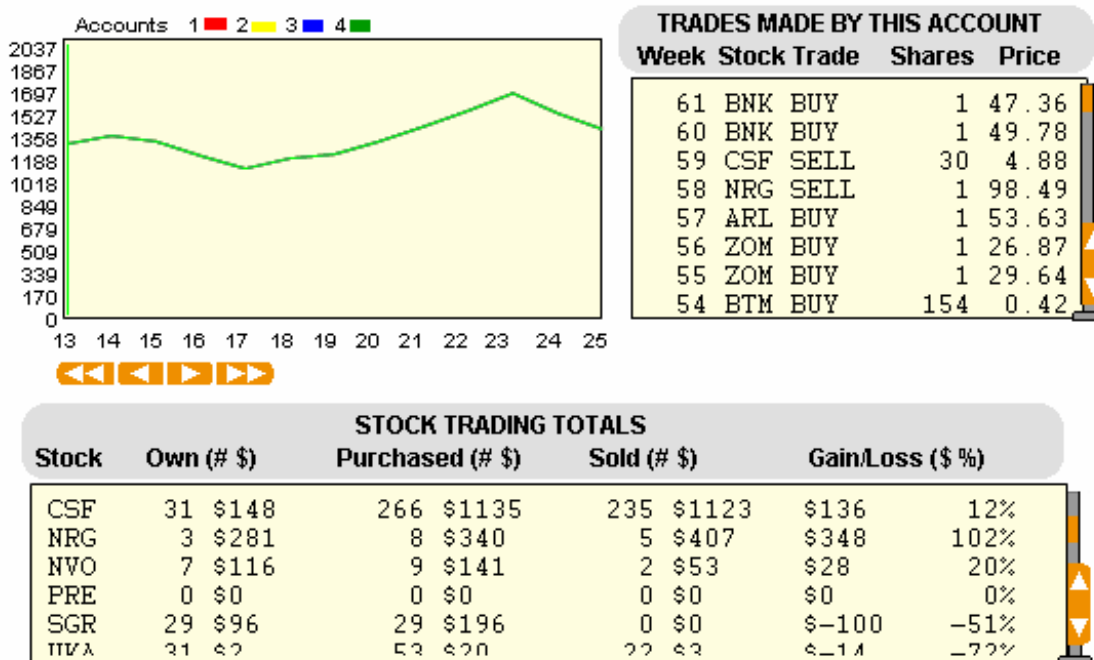
START
Share Price at the time the simulation was started.

SHARES I&O
Number of shares Issued and Outstanding.

MARKET CAP
Market Capitalization of the company.
This is equal to: Shares I&O x Price

Accounts Screen

The ACCOUNTS screen provides detailed information on each Trading Account.



Accounts Chart

The chart graphically displays an Account's combined cash and portfolio value over time. You can use the arrow buttons to scroll the chart left and right. The single arrow buttons scroll one period (week) at a time, while the double arrows scroll 12 periods (weeks) at a time.

Stock Trading Totals Window

Displays a summary of the value of all trades made by this specific Trading Account.

STOCK

Trading Symbol of the Shares that were traded.

OWN (# \$)

Total number of shares currently owned, followed by the current value of these shares (Current value = Total number of shares x Current share price)

PURCHASED (# \$)

Total number of shares purchased, followed by the total price paid for these shares at time of purchase.

SOLD (# \$)

Total number of shares sold followed by the total price the shares were sold for.

GAIN/LOSS (\$ %)

Total dollar and percentage increase or decrease.

ROI

Average annual return on investment.

Trades Made Window

Displays all trades (Buy and Sell) made by this specific Trading Account.

WEEK

The period (week) in which the trade was made.

STOCK

Trading Symbol of the Shares that were traded.

TRADE

Type of trade: Buy or Sell

SHARES

Number of shares traded.

PRICE

Price at which shares were traded.

6. Performance Evaluation

Success in GoVenture Stock Market

GoVenture Stock Market was designed to be fun and educational. There are two measurements for success:

- How much you learn about the stock market.
- Your investment performance.

If you know more about the stock market now than you did before, have gained some insight and confidence, and perhaps had some fun along the way, then consider your experience a success!

If you wish to evaluate the results of your investment decisions during the simulation, you can do so by reviewing the GoVenture Performance Report or by conducting your own personal evaluation.

Measuring Performance in GoVenture Stock Market

GoVenture Stock Market includes a built-in performance rating system. Or, you may conduct your own evaluation.

Performance Report

The **PERFORMANCE** screen (accessible by clicking the *Performance button*) enables you to generate a Performance Report for each Trading Account. This report provides a detailed overview of your investment performance compared to investment conditions such as the strength of the Economy, Market Index, Diversification, Risk, Financial Result, and more. The report also provides you with a final score based on the above conditions.

Personal Evaluation

To conduct your own evaluation of your performance, consider the following:

THE AMOUNT OF YOUR GAIN OR LOSS:

If you ended the simulation with more cash than you started with, then that's a good start. The more money and value you built, the greater your success.

COMPARE YOUR GAINS TO THAT OF OTHER TRADERS AND THE MARKET INDEX:

Sometimes the stock market in general can be performing poorly, and as a result, so do your investments. Compare the percentage of your gains with that of the other traders and to the Market Index. If the Market Index is doing poorly, it is likely that most investors are as well.

COMPARE YOUR GAINS TO THAT OF OTHER INVESTMENTS:

In the risk–reward scenario, the more risk you are willing to take, generally the greater the potential return (or loss) on your investment. Safe, low-risk investments tend to generate a return on investment (ROI) ranging anywhere from 1% to 10% per year, depending on the type of investment and the strength of the economy.

Many medium-to-high risk investors target a yearly return in the range of 25% to 40%, while some of the highest risk investors expect an ROI greater than 100%. The stock market is generally considered a higher-risk investment vehicle. If you are not consistently achieving relatively high returns, then it may not be the best place for your investment dollars. Ask yourself, "Can a safe and risk-free investment offer me the same rate of the return as I'm getting on the stock market?"

HOW LONG YOU RUN THE SIMULATION

Achieving consistent gains over a long period of time (5 or 10 years) is a sign that you have a good understanding of what it takes to be successful. If, however, you achieved gains only over a short period of time – well, that could just be luck!

7. Next Steps

If you enjoyed the GoVenture Stock Market experience, your next step might be to try one of the online Stock Market Games and competitions that are offered at various Internet websites – most of these are tied to real stocks on leading stock markets, and can provide you with a life-like experience. We also encourage you to try other GoVenture simulations, where you can *gain years of experience in minutes!*

