

Instructional Scenario

Factors Affecting Business



Course/Duty Area: Business Management/Examining Economics Factors Affecting Business

Scenario: You are tasked with ordering cellphones for use by fellow employees, whose jobs require extensive travel. The company needs the ordering decisions made in the next six months, with new phones arriving within eight months. You must evaluate cellphone options as well as the best pricing options for this purchase.

Big Question: How do changes in technology, consumer preferences, and economic conditions affect the supply and demand of cellphones, and how do these changes affect the pricing strategies of cellphone manufacturers?

Focused Questions:

- What factors influence supply and demand?
- What is the relationship between supply and demand?
- What is the impact of a new model on a technology product?
- How can a company make the wisest purchasing choices to save money and ensure a reliable product choice?

Student Project or Outcome: Students will research the supply and demand of cellphones and seasonal price fluctuations. Students will list factors that drive competitive pricing, selecting two different brands of cellphones and examining the pros and cons of each in terms of pricing, features, and reliability.

Project-Based Assessment: Students will prepare a presentation outlining the decision-making process, the choices, and the considerations involved in the decision.

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