



International Business

Course Information

Grade(s):	10-12
Discipline/Course:	Business
Course Title:	International Business
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	International business refers to the commercial exchange of products and services among individuals and trading companies from different countries. The discipline provides an extensive understanding of international markets and managing cross-border transactions that support business development. Studying international business will provide you with insights into the global economic and business climates.
Course Essential Questions:	<ul style="list-style-type: none"> ● What is international business and how does it relate to the business world? ● What is the importance of international business when developing a business strategy? ● What are cultural influences on global business? ● What is international exchange and international finance? ● What are global promotional strategies?
Course Enduring Understandings:	<ul style="list-style-type: none"> ● International Business is business whose activities are carried out across national borders. ● Society has been profoundly influenced by goods and services that have come with international trade. ● Politics, technology, market wants and needs, cost, and competition are leading drivers in international growth. ● Culture affects everything we do, and national cultural differences affect international business. ● There are differing legal standards among countries. ● A nation's level of economic development affects all aspects of business, and provides diverse global opportunities.
Duration & Credits:	½ year ; .5 credits

Course Materials/Resources:	<i>No textbook assigned</i>
FPS Course Academic Expectation(s):	<u>Using Communication (Media) Tools</u> The student selects and uses media tools strategically and responsibly throughout the inquiry process. <u>Collaborating Strategically</u> The student demonstrates awareness, respect, and consideration for self and others while engaging in a shared learning experience.
Year at a Glance (Units):	Unit 1: Introduction to International Business (weeks) Unit 2: International Communication and Culture (10 weeks) Unit 3: International Trade (10 weeks) Unit 4: International Management and Marketing (10 weeks)

Units

Unit Number and Title:	Unit 1 –Introduction to International Business
Duration:	5 weeks
Resource(s):	Supplemental Materials Internet & Current Events
Unit Overview:	Covers the basic International Business Concepts
Learning Goals	
Standard(s):	<p>NBEA National Standards</p> <p>FOUNDATIONS OF INTERNATIONAL BUSINESS</p> <p>1. ACHIEVEMENT STANDARD: Explain the role of international business and identify its benefits and costs; analyze how it impacts business at all levels, including the local, state, national, and international levels.</p> <p>A. ROLE AND IMPACT</p> <p>Level 1 Performance Expectations</p> <ol style="list-style-type: none"> 1. Demonstrate an awareness of the global community 2. Define international business 3. Explain the difference between a domestic and an international company 4. Explain the difference between a multidomestic and a multinational company 5. List examples of international trade in the local community <p>Level 3 Performance Expectations</p> <ol style="list-style-type: none"> 9. Describe the impact of international business activities on the local, state, national, and international economies 10. Identify international trade partners and describe the trading patterns of companies based on region, state, and country

	11. Interpret the impact of emerging economies and political changes on international operations, markets, commodity supplies, and unemployment rates
Essential Question(s):	What is international business and how does it relate to the business world? What is the importance of international business when developing a business strategy?
Enduring Understanding(s):	<ul style="list-style-type: none"> ● International Business is business whose activities are carried out across national borders. ● Society has been profoundly influenced by goods and services that have come with international trade. ● Politics, technology, market wants and needs, cost, and competition are leading drivers in international growth.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Define International Business ● Identify major factors that influence international trade ● Explain level of participation in International Business ● Describe how international business affects people

Unit Number and Title:	Unit 2 - International Communications & Culture
Duration:	5 weeks
Resource(s):	Supplemental Materials Internet & Current Events
Unit Overview:	Presents a description of cultural influences on business activities.
Learning Goals	
Standard(s):	<p>NBEA National Standards</p> <p>THE GLOBAL BUSINESS ENVIRONMENT</p> <p>1. ACHIEVEMENT STANDARD: Describe the interrelatedness of the social, cultural, political, legal, economic, and technological factors that shape and impact the global business Environment.</p> <p>A. SOCIAL AND CULTURAL INFLUENCES</p> <p>Level 1 Performance Expectations</p> <p>1. Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally</p> <p>2. Discuss the role of social institutions such as family, community, schools, and religion on global business practices</p> <p>Level 2 Performance Expectations</p> <p>4. Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays)</p> <p>Level 3 Performance Expectations</p> <p>8. Research gift giving in business relationships in several cultures and give examples of appropriate and inappropriate gifts for persons in a given country</p>

	10. Discuss the significance of relationship building across different cultures
Essential Question(s):	<ul style="list-style-type: none"> • How does culture affect international business? • What is the importance of communication in international business?
Enduring Understanding(s):	<ul style="list-style-type: none"> • Culture is the sum total of the beliefs, rules, techniques, institutions, and artifacts that characterize human populations. • Culture affects everything we do, and thus, national cultural differences affect international business functions. • A global mind-set is open to diversity and is needed in international management.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> • Explain cultures affect International Business • Define are cultures & sub cultures • Determine can social institutions help people adapt to a new culture • Discuss how does preparation & participation help improve cultural literacy • Use International Communications

Unit Number and Title:	Unit 3 - International Trade Environment
Duration:	5 weeks
Resource(s):	Supplemental Materials Internet & Current Events
Unit Overview:	Describes essentials for international trade.
Learning Goals	
Standard(s):	<p>NBEA National Standards</p> <p>THE GLOBAL BUSINESS ENVIRONMENT</p> <p>1. ACHIEVEMENT STANDARD: Describe the interrelatedness of the social, cultural, political, legal, economic, and technological factors that shape and impact the global business environment.</p> <p>D. ECONOMIC ENVIRONMENT</p> <p>Level 2 Performance Expectations</p> <p>1. Identify the natural, human, and capital resources used to produce goods and services exported to other countries</p> <p>2. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations</p> <p>Level 3 Performance Expectations</p> <p>6. Explain the difference between the free market economy and the government-controlled economy</p> <p>11. Identify how various economic systems influence what is produced, how it is produced, for whom it is produced, and who benefits from this production</p> <p>12. Discuss the effect of demographics, literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development</p>

	13. Analyze competitive situations that companies face in global business markets 17. Evaluate the competitive strengths and weaknesses of a company involved in international business
Essential Question(s):	<ul style="list-style-type: none"> ● What is international trade? ● What influences do governments have on trade? ● What influences do the economy and geography have on trade? ● What role does currency play in international trade?
Enduring Understanding(s):	Politics, technology, market wants and needs, cost, and competition are leading drivers in international growth.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Compare Importing, Exporting & Trade Relations ● Calculate Foreign Exchange rates ● Identify uses of money, currency, and exchange rates ● Explain how fluctuating currency exchange rates affect international trade

Unit Number and Title:	Unit 4 - International Management & Marketing
Duration:	5 weeks
Resource(s):	Supplemental Materials Internet & Current Events
Unit Overview:	Describes sources of product opportunities for international marketing & management.
Learning Goals	
Standard(s):	<p>NBEA National Standards</p> <p>ORGANIZATIONAL STRUCTURES FOR INTERNATIONAL BUSINESS ACTIVITIES</p> <p>1. ACHIEVEMENT STANDARD: Identify forms of business ownership and entrepreneurial opportunities available in international business.</p> <p>C. INTERNATIONAL BUSINESS INVOLVEMENT</p> <p>Level 3 Performance Expectations</p> <p>1. Distinguish between licensing and franchising for international business activities</p> <p>3. Create examples of joint ventures and strategic alliances for international business activities</p>
Essential Question(s):	<ul style="list-style-type: none"> ● What role does marketing and promotion play in international trade? ● What role does pricing and distribution play in international trade? ● What role does organizational management and strategy play in international trade? How does production and quality control affect international trade?
Enduring	<ul style="list-style-type: none"> ● Society has been profoundly influenced by goods and services that have come with international

Understanding(s):	<p>trade.</p> <ul style="list-style-type: none"> ● Politics, technology, market wants and needs, cost, and competition are leading drivers in international growth. ● Culture affects everything we do, and national cultural differences affect international business. ● A nation's level of economic development affects all aspects of business, and provides diverse global opportunities.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Identify the characteristics of consumer organizational & international markets ● Describe ways to contact international consumers ● Define the International promotional mix ● Discuss methods of developing products that will succeed in the marketplace ● Explain why goods & services are important for Global Markets ● Show knowledge of Global Promotional Strategies