

# International Business & Marketing

## (12056)

**Rationale Statement:**

Focuses on raising awareness of the interrelatedness of one country’s political policies and economic practices on another, while students learn to improve international relations through appropriate communication. A more effective approach is to help students understand the concept of the “political economy” – that is, to see how one phenomenon creates another and how one event starts a “ripple effect” throughout the world. In this way, students gain the ability to analyze world economic trends and their impact on financial and business decisions with a reasonable degree of accuracy.

**Course Description:**

Grades 11-12

**Topics Covered:**

- **Factors Affecting International Business**
- **Ethics in Global Business**
- **International Business Ownership**
- **International Business Operations**
- **Financial and Marketing in International Business**

**Core Technical Standards & Examples**

<b>Indicator #1: Evaluate the factors that affect all levels of international business.</b>	
<b>Bloom’s Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>IBM.1.1 Describe the importance of the global community.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Define international business</li> <li>• Define such terms as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally</li> </ul>
Understanding	<p><b>IBM.1.2 Describe the impact of international business activities on the local, state, national, and international economies.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify major geographical features of various countries</li> <li>• Identify careers that are influenced by international business</li> <li>• Identify social and cultural factors that affect business activities</li> </ul>

Analyzing	<p><b>IBM.1.3 Analyze how economic issues affect international business activities.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Analyze competitive situations that companies face in global business markets</li> <li>Appraise the comparative and absolute advantage of several countries given specific trade opportunities</li> <li>Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial system and repatriation</li> </ul>
Evaluating	<p><b>IBM.1.4 Evaluate the importance of international business in our society.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Select countries to compare and contrast various business protocol</li> <li>Argue cases where legal factors influenced business outcomes</li> </ul>

<b>Indicator #2: Apply ethical and socially responsible business behavior in a global business environment.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>IBM.2.1 Explain communication strategies necessary and appropriate for effective and profitable international business relations.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Discuss appropriate etiquette in communication in a multicultural environment</li> <li>Recognize and list complications involved when speaking, writing, or interpreting a language incorrectly</li> <li>Identify examples of nonverbal communications affecting international business relationships and negotiations</li> </ul>
Analyzing	<p><b>IBM.2.2 Examine how people from various cultures approach business negotiations and how technology is integral across the global market.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Select different processes of negotiating and how each may be affected by cultural settings</li> <li>Compare and contrast various ways to communicate internationally</li> </ul>

	<ul style="list-style-type: none"> <li>using electronic methods</li> <li>Select a specific international company and list advantages and disadvantages of how to adapt the company's web site to target a specific international market</li> </ul>
Analyzing	<p><b>IBM.2.3 Compare ethical and responsible international behavior.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Compare and contrast the various ethical character traits and values</li> <li>Assess the influence of organizations that provide guidance for ethical international business practices</li> </ul>

<b>Indicator #3: Differentiate various forms of business ownership in relation to international business.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>IBM.3.1 Identify types of ownership of selected businesses involved in international trade.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Identify appropriate forms of business ownership</li> <li>Identify an opportunity or a need for a product or service in another country</li> <li>Identify risks and rewards related to doing business in a specific country</li> </ul>
Understanding	<p><b>IBM.3.2 Identify resources to investigate international business opportunities.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Describe internal and external facts that influence a company's international expansion</li> <li>Describe different organizational resources that a company might use in an international environment</li> </ul>
Analyzing	<p><b>IBM.3.3 Examine balance of trade concepts to the import/export process.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Compare and contrast factors that influence a company's commitment to the country(ies) in which it conducts business</li> <li>Analyze the import or export potential for a product or service</li> </ul>

	<ul style="list-style-type: none"> <li>Analyze the role of state and federal agencies and other organizations that provide importing / exporting information and assistance</li> </ul>
Applying	<p><b>IBM.3.4 Interpret why governments impose trade barriers, trade agreements, and trade organizations.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Illustrate several international trade agreements and organizations</li> <li>Illustrate and explain the relationships of the major trade alliances with each other</li> <li>Demonstrate the effects of trade barriers and / or trade incentives on the company, product category, and economies involved in the transaction</li> </ul>

<b>Indicator #4: Analyze how special challenges in operations affect international business.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>IBM.4.1 Recognize challenges associated in operations and production in international business.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Describe / define the production processes used to create goods and service in different countries</li> <li>List factors that influence the use of particular organizational structure for global business operations</li> <li>Describe the economic and cultural factors that influence a company's decision to use manual, automated, and computerized production systems</li> </ul>
Applying	<p><b>IBM.4.2 Apply information learned about international business and how it affects human resources.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>Describe and list such terms as host country, home country, expatriate, national, and third country</li> <li>Recognize different motivational techniques and how they vary for workers when used in different countries</li> <li>Discuss differences in occupational health and safety standards in various countries</li> </ul>
Analyzing	<b>IBM.4.3 Examine how human resources and strategic management are</b>

	<p style="text-align: center;"><b>essential in international business.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Identify a system that provides for leadership development that provides for leadership development for employees at all levels of the organization</li> <li>• Illustrate a system to evaluate employee satisfaction for a company involved in international business</li> <li>• Write a global strategy for an international business venture</li> </ul>
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<b>Indicator #5: Interpret the various financial and marketing functions in international business.</b>	
<b>Bloom's Taxonomy Level</b>	<b>Standard and Examples</b>
Understanding	<p><b>IBM.5.1 Describe marketing concepts to international business situations.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Describe what a company must consider when marketing a product / service in other countries</li> <li>• Describe the difference between primary and secondary marketing research</li> <li>• Define the steps in the marketing research process from defining a problem to communicating results</li> </ul>
Applying	<p><b>IBM.5.2 Demonstrate situations in which global versus international products would be sold.</b></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Explain how social, cultural, and political factors that affect the new product development process</li> <li>• Explain the marketing mix elements for a service company that sells in several countries</li> <li>• Illustrate a packaging plan that could meet ISO environmental standards or the standards of a country other than the United States</li> </ul>
Applying	<p><b>IBM.5.3 Interpret the importance of finance and risk management in international business.</b></p> <p>Examples:</p>

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|  | <ul style="list-style-type: none"><li>• Explain how fluctuating currency and interest rates affect international trade and design a brochure to distribute</li><li>• Describe the international monetary system</li><li>• Demonstrate available insurance options to protect against financial risks when conduction international transactions</li></ul> |
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