



Scope and

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| Cluster: | Education and Training |
| Course Name: | Global Business (One-Half to One Credit) |
| Course Description: | Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce and postsecondary education. Students apply technical skills to address global business applications of emerging technologies. Students develop a foundation in the economical, financial, technological, international, social, and ethical aspects of business to become competent consumers, employees, and entrepreneurs. Students enhance reading, writing, computing, communication, and reasoning skills and apply them to the business environment. |
| Course Requirements: | This course is recommended for students in Grades 10-12. Recommended Equipment: Access to computer and Internet is necessary. Access to additional reading material relevant to topic or current event essential for synthesis and evaluation learning. |

| Units of Study | Knowledge and Skills | Student Expectations | Resources |
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| 1. The World of International Business | (1) The student identifies steps in implementing the background for starting an international operation. | (A) define global business; (B) describe the rise of global linkages in global business; (C) describe the position of the United States in global trade; and (D) list advantages and problem areas for United States firms wanting to enter global business. | IB Chapters 1-5 |
| | (2) The student analyzes the theories of global trade and investments. | (A) explain the advantages of specialization; (B) identify the concept of comparative advantage; and (C) distinguish between portfolio investment and direct investment. | www.executiveplanet.com |
| | (3) The student analyzes the role of the international monetary system in the economy. | (A) describe the role of International Monetary Fund; (B) argue for and against floating exchange rates; (C) argue for and against fixed exchange rates; (D) explain the impact of the common European currency; (E) calculate foreign exchange rates; and (F) research cases dealing with global exchange using appropriate online technology. | www.globalization101.org |
| | (4) The student identifies the importance of international financial markets globally. | (A) explain how a foreign exchange market functions; | www.slideshare.net |
| | (5) The student demonstrates various levels of economic integration among foreign countries. | (A) identify the different levels of economic integration; (B) explain the various arguments surrounding economic integration; (C) describe the organizations of the European community. | |

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| 1. The World of International Business Con't | (6) The student identifies the importance of different trade and investment policies controlling trade. | (A) understand the role of foreign aid in global trade and investment; (B) explain the goals and function of the General Agreement on Tariffs and Trade and the North American Free Trade Agreement; (C) identify the major ways in which imports are being restricted and give reasons for controlling exports; (D) research cases and issues on global trade using appropriate online technology. | |
| | (7) The student analyzes the implications of politics and laws that control and regulate global business. | (A) describe the reasoning behind the effects of controls and the regulation of global business behavior; (B) analyze the Foreign Corrupt Practices Act; and (C) discuss the role of international law in the conduct of global business. | |
| | (8) The student researches the business elements of cultural challenges and diversity. | (A) explain the role of culture in global business; (B) identify various elements of culture; (C) suggest ways for managers to understand and deal with cultural diversity. | |
| 2. Organizing for International Business | (4) The student identifies the importance of international financial markets globally. | (A) explain how a foreign exchange market functions; (B) identify the economic factors that influence exchange rates and explain how these factors work; | IB Chapters 6-9 |

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| 2. Organizing for International Business, Con't | (9) The student demonstrates the process in implementing starting a global operation. | (A) identify the various forms of entry strategies used by firms to initiate global business activity; (B) give examples of indirect exporting and importing; (C) evaluate the advantages and disadvantages of licensing; (D) describe the functions of export management companies; (E) research current cases on imports, | |
| | (10) The student analyzes the cost effect when using global logistics for a mode of transportation. | (A) define global logistics; (B) distinguish between materials management and physical distribution; (C) list the factors that influence the selection of particular transportation modes; (D) describe the usefulness of free trade zones; (E) research free trade zones, both locally and statewide, using appropriate online technology; and (F) relate the effects of geography, time zones, work days, resources, and natural harbors on global business. | www.executiveplanet.com |
| | (11) The student identifies different strategies for exporting in the global market. | (A) discuss the procedure by which a foreign target market is selected; (B) determine the pricing strategy for export items; (C) identify various data-based analytical techniques available for estimating market potential; and (D) evaluate the reasons behind the need to standardize or to adapt the marketing mix. | |

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| | (12) The student identifies the functional changes in process with global human resource management. | (A) explain the objectives of human resource management in a global firm; (B) describe how the human resources function changes as a firm goes global; (C) identify sources of recruitment for staffing positions abroad; and (D) describe differences and similarities of training employees in different countries. | |
| | (13) The student analyzes employability skills to obtain successful employment with a company. | (A) assess personal global marketability; (B) identify appropriate employment opportunities abroad; (C) evaluate global employment options such as salaries, benefits, and prerequisites; and (D) generate an orientation manual for people preparing to live and work in a foreign country. | IB Chapters 10-13 |
| | (14) The student knows how to use self-development techniques and interpersonal skills to accomplish human resources objectives. | (A) identify and practice effective interpersonal and team-building skills involving situations with co-workers, supervisors, and subordinates; and (B) participate in leadership and career development activities. | |
| 4. Marketing in a Global Economy | (2) The student analyzes the theories of global trade and investments. | (A) explain the advantages of specialization; (B) identify the concept of comparative advantage; and (C) distinguish between portfolio investment and direct investment. | |

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| 4. Marketing in a Global Economy, Con't | (3) The student analyzes the role of the international monetary system in the economy. | (F) research cases dealing with global exchange using appropriate online technology. | |
| | (5) The student demonstrates various levels of economic integration among foreign countries. | (B) explain the various arguments surrounding economic integration. | IB Chapters 14-17 |
| | (9) The student demonstrates the process in implementing starting a global operation. | (A) identify the various forms of entry strategies used by firms to initiate global business activity; (B) give examples of indirect exporting and importing; (G) identify advertising media used in foreign markets such as newspaper, radio, television, Internet, and magazine. | |
| | (11) The student identifies different strategies for exporting in the global market. | (A) discuss the procedure by which a foreign target market is selected. | |

Online Resources:

- www.cnnmoney.com
- www.executiveplanet.com
- www.globalization101.org
- <http://www.imf.org/external/index.htm>
- www.slideshare.net

Resources:

538728604 South-Western Publications. International Business (3rd ed.). IB

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