

# El Monte Union High School District

## Course Outline

Title: International Business  
 Transitional\*      (Eng.Cluster Only)  
 Sheltered (SDAIE)\*      Bilingual\*       
 AP\*\*      Honors\*\*       
 Department: Business and Marketing  
 Grade Level (s): 11-12  
 Semester ( ) Year (X)

- This course meets graduation requirements:
- English
  - Fine Arts
  - Foreign Language
  - Health & Safety
  - Math
  - Physical Education
  - Science
  - Social Science
  - Elective

### High School District

Department/Cluster Approval	Date
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Year of State Framework Adoption: 2005

\*Instructional materials appropriate for English language learners are required.

\*\*For AP/Honors course attach a page describing how this course is above and beyond a regular course. Also, explain why this course is the equivalent of a college level class.

**1. Prerequisite (s):**

Business Technology Core with a grade of “C” or better  
 Computer Business Skills with a grade of “C” or better and / or  
 Business Information Technology (*formerly Computer Applications*) with a grade of “C” or better

**2. Short description of course which may also be used in the registration manual:**

International Business is designed to introduce students to the fundamental concepts of international trade. Besides learning the basic principles of business, students will have a better understanding of how geographic, cultural, political, legal, historical, and economic factors influence how U.S. companies do business in the global marketplace. Students will learn the role of information technology in modern global trade and explain the logistics of importing and exporting products and services.

**3. Describe how this course integrates the schools ESLRS (Expected Schoolwide Learning Results):**

All students are expected to use critical thinking and problem solving skills as they work on their assignments and projects. (*Apply Academic Skills.*) All assignments must be completed in a timely manner at the highest quality. (*Apply Personal & Interpersonal Skills.*) Students must read, follow instruction, compose business correspondence, compute financial data, prepare graphs to illustrate major concepts, and present their research topic via a PowerPoint presentation. (*Apply Academic and Technology Skills.*) During the course of the year, students are expected to work in teams across gender and cultural groups on various projects. (*Apply Personal and*

*Interpersonal Skills and Aware of Cultural Diversity.*) All students must also prepare a resume and cover letter as part of their job acquisition unit. (*Apply Career Readiness Skills.*)

**4. Describe the additional efforts/teaching techniques/methodology to be used to meet the needs of English language learners:**

Students are instructed using various techniques such as small group discussions, mini lectures, computer presentations, demonstration, and business simulations.

**5. Describe the interdepartmental articulation process for this course:**

Since the objectives of International Business expect students to read, write, and calculate financial data, students must apply their knowledge in language arts and math to complete assignments and projects. In addition, students are exposed to economic concepts as they examine factors that affect economic development and identify the different levels of economic development. Through the course of the year, students will gain an understanding of how culture affect business activities around the world and be able to explain the importance of political environment as it pertains to a company's host and home countries.

**6. Describe how this course will integrate academic and vocational concepts, possibly through connecting activities. Describe how this course will address work-based learning/school to career concepts:**

This class combines business concepts with hands-on activities and simulation. Therefore, students are expected to integrate their academic knowledge with vocational principles to complete assignments and projects. Through the course of the year, students are able to make connection between what they learn in core areas and translate these knowledge to real life scenarios in career technical education classes, which would provide the relevancy for mastering core subjects.

**7. Materials of Instruction (Note the materials of instruction for English language learners are required and should be listed below):**

A. Textbook(s) and Core Reading(s):

- 1) *International Business 3E*, by Les R. Dlabay and James Calvert Scott, South-Western Educational Publishing, 2006.

B. Supplemental Materials and Resources:

- 1) *Do's and Taboos Around the World*, Edited by Roger E. Axtell, John Wiley & Sons, Inc., 1993.
- 2) *The Ice Cream War* Video.
- 3) *Commercials from Around the world* Video, South-Western Educational Publishing, 2000.
- 4) Instructor prepared materials

C. Tools, Equipment, Technology, Manipulatives, Audio-Visual:

\*\*Computers, printers, and overhead projector.

\*\*TV & DVD

8. **A. Objectives of Course.**
- B. Unit Detail Including Projects and Activities Include Duration of Units.**
- C. Include Minimal Attainment for Student to Pass Course.**

- A. Student Performance Standards.**
- B. Evaluation/Assessment/Rubrics.**
- C. Indicate References to State Framework(s).**

<b>A. OBJECTIVES OF COURSE</b>	<b>A. STUDENT PERFORMANCE STANDARDS</b>
<ol style="list-style-type: none"> <li>1. Know the measures used to evaluate the economic conditions of a country and how economic development levels are determined.</li> <li>2. Know the risks associated with various methods of entering the global marketplace.</li> <li>3. Understand how trade agreements and barriers affect free trade.</li> <li>4. Know common financing sources and the payment methods used for international business transactions.</li> <li>5. Understand the effect of imports and exports on production and manufacturing.</li> <li>6. Understand the ways in which cultural factors affect the marketing of goods and services.</li> <li>7. Understand international variations in business ethics and customs.</li> <li>8. Understand the ways in which a country's natural, financial, and human resources influence international business.</li> <li>9. Analyze how international business is affected by climate, distance, time zones, and topography.</li> <li>10. Analyze factors that affect currency and exchange rates.</li> <li>11. Know how laws and regulations influence international trade.</li> <li>12. Understand how technology is used to buy and sell products and services online.</li> <li>13. Analyze security measures used to protect businesses and consumers engaging in international e-commerce.</li> <li>14. Explain direct and indirect distribution channels by identifying various distribution intermediaries and discussing their functions in international trade.</li> </ol>	<p>All students are expected to:</p> <ul style="list-style-type: none"> <li>✓ Distinguish between domestic business and international business.</li> <li>✓ Discuss the reasons why international business is important to economic development of a country.</li> <li>✓ Identify the international business environment.</li> <li>✓ Describe the basic economic problem that all countries face.</li> <li>✓ List the steps of the decision-making process.</li> <li>✓ Describe how the market sets prices.</li> <li>✓ Identify the various types of economic systems and levels of economic development.</li> <li>✓ Describe the influences of culture and subcultures on global business activities.</li> <li>✓ Compare direct and indirect communication and their effect on business transactions.</li> <li>✓ Discuss the importance of knowing another language for global business success.</li> <li>✓ Identify and explain five major types of values that vary from culture to culture.</li> <li>✓ Examine various political systems around the world and explain the political environment for a company's host and home countries.</li> <li>✓ Describe laws and trade barriers that can discourage global business.</li> <li>✓ Identify the various methods of business ownerships.</li> <li>✓ Describe the activities, characteristics, and concerns of multinational companies.</li> <li>✓ Explain the steps of importing procedures.</li> </ul>

15. Explain how products are prepared for international distribution, including packing and documentation.
16. Know the most appropriate methods of transporting various products internationally.

- ✓ Describe the steps of exporting procedures.
- ✓ Interpret the various types of trade agreements between countries.
- ✓ Explain the types of competitive market situations.
- ✓ Identify factors that affect the value of currency in global business transactions.
- ✓ Describe the main activities of the World Bank and International Monetary Fund.
- ✓ Discuss payment methods and financing sources for international business transactions.
- ✓ Identify the legal systems upon which international law is based.
- ✓ Explain the four components of a contract.
- ✓ Describe the role of the International Court of Justice in international business.
- ✓ Outline factors to consider when planning and developing global information systems.
- ✓ Explain how technological issues create challenges to global information systems.
- ✓ Describe the different production methods used in various countries.
- ✓ Explain the international marketing environment.
- ✓ Describe how to develop an international product strategy.
- ✓ Discuss pricing factors that are unique to global markets.
- ✓ Examine global distribution activities by contrasting direct and indirect channels.
- ✓ Summarize the shipping requirements for international distribution.
- ✓ Explain the activities involved in planning advertising for global markets.
- ✓ Discuss the use of public relations and sales promotion by multinational companies.

## B. UNITS OF STUDY

- ❑ Chapter 1  
We Live in a Global Economy
- ❑ Chapter 2  
Our Global Economy
- ❑ Chapter 3  
Cultural Influences on Global Business
- ❑ Chapter 4  
Government and Global Business
- ❑ Chapter 5  
Structures of International Business  
Organizations
- ❑ Chapter 6  
Importing, Exporting, and Trade Relations
- ❑ Chapter 7  
Foreign Exchange and International Finance
- ❑ Chapter 8  
Legal Agreements Around the World
- ❑ Chapter 9  
Global Entrepreneurship
- ❑ Chapter 10  
Management Principles in Action
- ❑ Chapter 11  
Human Resources Management
- ❑ Chapter 12  
International Career Planning
- ❑ Chapter 13  
Organized Labor
- ❑ Chapter 14  
Information Needs for Global Business  
Activities
- ❑ Chapter 15  
Production Systems for Global Business
- ❑ Chapter 16  
Global Marketing
- ❑ Chapter 17  
Developing Goods and Services for Global  
Markets
- ❑ Chapter 18  
Global Pricing and Distribution Strategies

## B. EVALUATION/ASSESSMENT/RUBICS

Students will be assessed based on homework assignments, individual and group projects, simulations, chapter tests, business plans, and presentation.

### CRITERIA:

Assignment (homework, projects, simulations)	35%
Research Report	15%
Exams (chapter tests, quizzes, final exam)	40%
Business Presentation	10%

### GRADE SCALE

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
Below 60	F

<ul style="list-style-type: none"> <li>❑ Chapter 19 Global Promotional Strategies</li> <li>❑ Chapter 20 Global Financial Activities</li> </ul>	
<p><b>C. STATE FRAMEWORK:</b></p> <p>Standards used in this course outline follow the <i>California Career Technical Education Model Curriculum Standards</i> published by CDE, 2005.</p> <p>C1.0 Students understand the fundamentals of international business.</p> <p>C2.0 Students understand the how geographic, cultural, political, legal, historical, and economic factors influence international trade</p> <p>C3.0 Students understand the role of information technology in modern global trade.</p> <p>C4.0 Students understand the logistics of importing and exporting products and services.</p>	<p><b>C. MINIMAL ATTAINMENT:</b></p> <p>In all projects and tests, students are expected to achieve 70% minimum grade in quantity and quality.</p>