

DELAWARE VALLEY SCHOOL DISTRICT

PLANNED INSTRUCTION

A PLANNED COURSE FOR:

International Business

Grade Level: 10-12

Date of Board Approval: _____ 2014 _____

Planned Instruction

Title of Planned Instruction: International Business

Subject Area: Business Education

Grade(s): 10, 11, 12

Course Description:

International Business is designed to introduce students to business principals in a global marketplace. Students will identify business operations in other countries and the challenge created by those differences to Americans trying to conduct business in foreign nations. This will allow students to develop an expanded awareness of cultural differences of many countries involved in the international trade and relate the importance of business in today's society. Students will explore and identify international business careers and create an International Business Plan.

(Throughout the Curriculum the term "International Business" will be abbreviated to "IB")

Time/Credit for the Course: 1 semester, .5 Credit

Curriculum Writing Committee: JoAnne Yanko

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Curriculum Map

Marking Period One -

Approximately 45 days

- Unit 1: The World of International Business
- Unit 2: Exploring the Policies of International Business

Unit 1 Goals:

Identify the basic terms and principles associated with International Business
Research and review the cultural and governmental impacts of International Business

Understanding of:

- Identify the foundation of International business
- Explain the function and process of economic decision making, systems, and development, as well as satisfying economic needs
- Identify the cultural impacts on local and global economies
- Define the roles of politics and government policy in international business

Unit 2 Goals:

Analyze governments and institutions and their relationship to opportunities or threats to global business
Analyze legal structures and the impact on the business process

Understanding of:

- Identifying basic types of business organizations along with methods for conducting business
- Explain the importing/exporting procedures and the role of trade relations and competition

Marking Period 2-

Approximately 45 days

Unit 3 Goals

Distinguish between the various structures of business organizations
Identify global entrepreneurial opportunities
Explore various concepts of human resource management and labor relations on a global scale.

Understanding of:

- Organizing and implementing an international business plan/entrepreneurial endeavor

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- Differences between organizations based on product, function, and geography
- Describe the stages through which businesses pass through to reach global status

Unit 4 Goals

Explain the role of money and currency systems in international business

Analyze global financial markets

Compare the risks and opportunities associated with global investment

Understanding of

- Money and currency systems, as well as exchange rates
- Factors affecting exchange rates
- Opportunities for investing in other countries
- Risks and rewards associated with international investing

Unit 5 Goals

Identifying the various production systems for global business

Evaluate the methods for global product development

Explain various global product/service promotional methods

Understanding of

- Various types of production
- Marketing strategies, domestic and global
- Logistical operations of shipping and transporting of goods on a global scale

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Unit 1

Big Idea #1: Global Business (from BCIT)

Global business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to produce.

Essential Question:

What role do political and legal systems play in global economics?

What role do political and legal systems play in global economics?

How do world views impact business?

Concepts

The foundation of International business

The function and process of economic decision making, systems, and development, as well as satisfying economic needs

Cultural impacts on local and global economies

Roles of politics and government policy in international business

Competencies:

Analyze and synthesize current events and their impact on global business

Define basic terms and principles of international business

Analyze the role of culture and government in the international business trade

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Curriculum Plan

Unit 1: The World of International Business

Time Range in Days: 20-25 days

PA Academic Standards in Business, Computers, and Information Technology

- 15.7.12.A**
- 15.7.12.C**
- 15.7.12.D**
- 15.7.12.F**
- 15.7.12.i**
- 15.7.12.L**

PACCS English/Language Arts

- CC.1.2.11-12.A**
- CC.1.2.11-12.i**
- CC.1.2.11-12.L**

PACCS Reading in History and Social Studies

- CC.8.5.9-10.D**
- CC.8.5.11-12.B**
- CC.8.5.11-12.i**

PACCS Writing in History and Social Studies

- CC.8.6.11-12.B**
- CC.8.6.11-12.E**

Pennsylvania Career Education and Work Standards

- 13.3.11.F**
- 13.4.11A**

National Standards for Business Education

International Business

Foundations of International Business

Role and Impact Performance Levels 1-4

Geography Performance Levels 1-4

The Global Business Environment

Legal Systems Performance Level 3,4

Economic Systems Performance Level 2,3,4

Anchors:

M11.A1.1

R11.A.2.1.1; 2.1.2; 2.3.1; 2.4.1; 2.5.1

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Overview: Students will utilize the textbook, instructor notes, the online companion website, the Internet and other various teacher-prepared handouts to achieve the goals as listed below.

Focus Question(s):

What role do political and legal systems play in global economics?

What role do political and legal systems play in global economics?

How do world views impact business?

Goals:

Identify the foundation of International business

Define the function and process of economic decision making, systems, and development, as well as satisfying economic needs

Research Cultural impacts on local and global economies

Distinguish among the roles of politics and government policy in international business

Objectives:

- Distinguish between domestic business and international business (DOK 2-3)
- Cite evidence as to why international business is important (DOK 3)
- Identify basic international business activities & components of the environment (DOK 2-3)
- Identify important personal skills for succeeding in the international business world (DOK 1-2)
- Identify the basic decision-making process and apply it to international business activities (DOK 1&4)
- Identify the causes of inflation (DOK 3)
- Compare the economic decisions of various countries (DOK 3)
- Classify the various stages of economic development (DOK 2)
- Describe the cultural influences on international business activities (DOK 1-2)
- Recognize how family and societal roles influence culture (DOK 1-2)
- Connect the importance of communicating among various cultures in the ib world (DOK 4)

Core Activities and Corresponding Instructional Methods:

Students will read chapters 1-3 and be able to successfully identify terms and concepts related to the chapters through chapter assessments

Students will research a country and provide the basic economic and geographic features of the country relating to international business

Students will research, compare, and discuss the different products available at various fast food companies throughout the world and identify the cultural influences of those products.

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Identify countries of various stages of economic development, and research ways to improve the condition of the economy

Retrieve current news events relating to international business and provide an analysis of the country in which the event occurred.

Students will apply the decision-making process to a sample product that they would make and sell in another country.

Students will analyze the various types of communication styles in the world and create a report on basic business etiquette in a particular country.

Career Connection

Students will examine the various roles of people who work in international business such as sales representatives, language translators, company executives, and legal associates

Instructional Methods

Direct instruction/lecture (explanation of terms and concepts)

Demonstration (provide examples of terms and concepts)

Discussion (discuss concepts as a class, apply concepts to existing events)

Cooperative learning (group work)

Individual development (researching countries)

Assessments:

Diagnostic: Participation in class discussions and responses to oral questions. Daily preparation for class. Discussion of current events in the international business world.

Formative: : Completion of activities in various formats: chapter questions, case analyses, and research activities relating to the unit work.

Summative: Exams, projects, homework, activities. Graded assessment of chapter terms/concepts;

Extensions: Various examples of ethical business activity among countries will be discussed; students will be able to justify the reason for or how to prevent the activity from occurring.

Correctives: Supplemental material (in addition to chapter notes) will be provided to those needing extra practice with concepts and terms. Students can also use the online companion website for practice with chapter terms/concepts at intlbizextra.swlearning.com

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Materials and Resources:

Textbook : International Business 3E, Dlabay & Scott, Thomson South-Western 2006

Intlbizextra.swlearning.com

Teacher-prepared handouts and activities

Various websites that include, but are not limited to

www.cia.gov

www.ipl.gov

www.ftc.gov

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Unit 2: Organizing for International Business

Big Idea #1: Global Business (from BCIT)

Global Business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to product.

Essential Question:

What role do political and legal systems play in global economics?

Concepts

Government and Global Business

Importing, Exporting, and Trade Relations

Legal Agreements Around the World

Competencies:

Analyze governments and institutions and their relationship to opportunities or threats to global business

Analyze legal structures and the impact on business processes; (finance, marketing, management, and communications functions)

Evaluate government monetary policies as it relates to international business

Compare and contrast treaties and trade agreements between nations

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Standards

Unit 2: Organizing for International Business

Time Range: 15-20 days

PA Academic Standards in Business, Computers, and Information Technology

15.7.12.A
15.7.12.C
15.7.12.D
15.7.12.E
15.7.12.I
15.7.12.L
15.7.12.O

PACS English/Language Arts

CC.1.2.11-12.A
CC.1.2.11-12.i
CC.1.2.11-12.L

PACS Reading in History and Social Studies

CC.8.5.9-10.D
CC.8.5.11-12.B
CC.8.5.11-12.i

PACS Writing in History and Social Studies

CC.8.6.11-12.B
CC.8.6.11-12.E

Pennsylvania Career Education and Work Standards

13.3.11.C, D
13.4.11.A

National Standards for Business Education

International Business

The Global Business Environment

Political Systems, Performance Levels 3,4
Legal Systems, Performance Levels 3,4

International Trade Relations

Importing and Exporting, Performance Levels 1-4
Trade Barriers and Agreements, Performance Levels 3,4
Trade Balance, Performance Levels 3,4

Anchors:

M.11.A1.1
R11.A.2.1.1; 2.1.2.; 2.3.1; 2.4.1; 2.5.1

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Overview: Students will utilize the textbook, instructor notes, the online companion website, the Internet, and other various teacher-prepared handouts to achieve the goals as listed below.

Focus Question(s):

What role do political and legal systems play in global economics?

Goals:

Analyze governments and institutions and their relationship to opportunities or threats to global business

Analyze legal structures and the impact on business processes; (finance, marketing, management, and communications functions)

Evaluate government monetary policies as it relates to international business

Compare and contrast treaties and trade agreements between nations

Objectives:

- Discuss various political systems around the world
- Explain the political environment for a company's host and home countries
- Describe laws and trade barriers that can discourage global business
- Explain how political risks can disrupt global business activities
- Identify major types of taxes that governments impose around the world
- Explain government actions that can encourage global business
- Discuss US government agencies that can help reduce international risk
- Describe how tax incentives encourage global business
- Explain the importance of importing
- Identify the four steps of importing
- Discuss the steps of the exporting process
- Describe the exporting of services
- Identify the economic effects of foreign trade
- Describe the types of trade agreements between countries
- List factors that affect international business competition
- Explain the types of competitive markets
- Identify and describe the legal systems upon which international law is based
- Explain product liability
- Explain laws and international trade agreements that protect property rights
- Describe when an agreement has all of the components of a contract
- Identify several different ways to resolve international legal disputes
- Explain the litigation process
- Describe the role of the International Court of Justice in international business

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Core Activities

Students will read chapters 4, 6, and 8 and be able to successfully identify terms and concepts related to the chapters through chapter assessments

Students will expand the research on the country they chose from Unit 1 and identify various government forms, agencies, trade agreements, restrictions, and regulations that the country has in effect.

Students will be able to identify the major imports and exports of the US and other major countries of the world as well as how the balance of trade affects economies

Students will research the US Customs and Border Patrol agency and report on major activities involving tariffs and quotas in the US and other countries

Students will investigate current trade events around the world using various online news websites and connect the laws, regulations, and trade policies that are being affected

Students will research the concept of Fair Trade products by viewing various videos and exploring websites that explain the concept and identify countries and products that are affected by the Fair Trade Certification process. Students will create visual presentations/posters to promote awareness of buying fair trade products

Career Connection

Students will get to ask questions to a US Customs and Border Patrol Agent regarding training, everyday work, major events, and advantages/disadvantages of being a government agent.

Instructional Methods

Direct instruction/lecture (explanation of terms and concepts)

Demonstration (provide examples of terms and concepts)

Discussion (discuss concepts and current events as a class)

Cooperative Learning (group work)

Individual Development (researching countries)

Assessments

Diagnostic: participation in class discussions and responses to oral questions. Daily preparation for class. Discussion of current events in the international business world

Formative: completion of activities in various formats: chapter questions, case analyses, and research activities relating to the unit work

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Summative: exams, projects, homework, activities. Graded assessment of chapter terms/concepts

Extensions: Students will conduct a Fair Trade fundraiser selling coffees and teas from a Fair Trade company. The funds earned will offset the costs of an international foods day at the end of the semester.

Corrections: Supplemental material (in addition to chapter notes) will be provided for those needing extra practice with concepts and terms. Practice quizzes and other online tools in the online companion website will also help reinforce chapter concepts.

Materials/Resources

Textbook: International Business 3E, Dlabay & Scott, Thomson South-Western 2006

Intlbizextra.swlearning.com

Teacher prepared notes/handouts

Various websites that include, but are not limited to

www.cia.gov

www.usa.gov

www.uscbp.gov

www.ftc.gov

www.fairtradeusa.org

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Unit 3

Big Idea #1: Global Business (from BCIT)

Global Business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to product.

Essential Question:

How can economic and environmental factors influence domestic and international business?

What role do political and legal systems play in global economics?

How do world views impact business?

Concepts

Global Business Environment

Global Business Foundations

Global Climate and Culture

Competencies:

Analyze production systems, human resources, and capital for international business

Investigate the potential for expansion from domestic to global business

Investigate the cost/benefit to business in a multinational market

Analyze opportunities for global entrepreneurship

Assess competition and profit as a function of business

Identify world organizations for assistance in international business ventures

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Standards

Unit 3: Business Structures & Human Resource Management Time Frame: 20-25 days

PA Academic Standards in Business, Computers, and Information Technology

15.7.12.A
15.7.12.B
15.7.12.C
15.7.12.E
15.7.12.H
15.7.12.K
15.7.12.O

PACS English/Language Arts

CC.1.2.11-12.A
CC.1.2.11-12.i
CC.1.2.11-12.L

PACS Reading in History and Social Studies

CC.8.5.9-10.D
CC.8.5.11-12.B
CC.8.5.11-12.i

PACS Writing in History and Social Studies

CC.8.6.11-12.B
CC.8.6.11-12.E

Pennsylvania Career Education and Work Standards

13.3.11.C, D
13.4.11.A

National Standards for Business Education

International Business

The Global Business Environment

Economic Environment, Performance Levels 2-4

Organizational Structures for International Business Activities

Forms of Business Ownership, Performance Levels 2-4

Entrepreneurial Opportunities, Performance Levels 1-4

International Business Involvement, Performance Levels 3-4

International Management

Human Resources, Performance Levels 2-4

Anchors

M.11.A1.1
R11.A.2.1.1; 2.1.2.; 2.3.1; 2.4.1; 2.5.1

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Overview: Students will utilize the textbook, instructor notes, the online companion website, the Internet, and other various teacher-prepared handouts to achieve the goals as listed below.

Focus Question(s):

How can economic and environmental factors influence domestic and international business?

What role do political and legal systems play in global economics?

How do world views impact business?

Goals:

Distinguish between the various structures of business organizations

Identify global entrepreneurship opportunities and assess small business management

Identify global management principles in action

Define the concepts of Human Resources management on a global scale

Identify various levels of organized labor throughout the world

Objectives

- Describe the advantages and disadvantages of a sole proprietorship
- Describe the advantages and disadvantages of a partnership
- Explain the characteristics of a corporation
- Describe the activities and characteristics of a multi-national corporation
- Identify low-risk methods for getting involved in international business
- Discuss higher risk methods for getting involved in international business
- Explain the importance of entrepreneurs in the development of an economy
- Understand the effects of cultural differences on a global workforce
- Differentiate between organizational structures based on function, product, and geography
- Describe the stages through which businesses pass to reach global status
- Differentiate between host-country nationals, parent-country nationals, and third-country nationals

Core Activities

Students will read chapters 5, 9, 10, 11, and 13 and be able to successfully identify terms and concepts related to the chapters through chapter assessments

Students will research the methods of starting a business in another country and expanding an existing business to another global location

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Students will analyze the various types of management as they related to political structures of countries and compare the advantages and disadvantages

Students will be able to analyze management styles of today and use that analysis to predict the how management will change in the future

Students will research a multinational corporation and create a presentation about it

Students will analyze the complexities of employing people in countries other than the home country

Students will research the impact of labor unions on the global workforce

Students will research the importance of fair labor conditions in all countries and will learn the production process of various popular products from beginning to end.

Instructional Methods

Direct instruction/lecture (explanation of terms and concepts)

Demonstration (provide examples of terms and concepts)

Discussion (discuss concepts and current events as a class)

Cooperative Learning (group work)

Individual Development (researching countries)

Extensions: Students will view various videos discussing the labor conditions in the countries that make their clothing, technology, and shoes. Students will create a presentation on their favorite product and discuss the labor conditions for someone making that product.

Corrections: Supplemental material (in addition to chapter notes) will be provided for those needing extra practice with concepts and terms. Practice quizzes and other online tools in the online companion website will also help reinforce chapter concepts.

Assessments

Diagnostic: participation in class discussions and responses to oral questions. Daily preparation for class. Discussion of current events in the international business world

Formative: completion of activities in various formats: chapter questions, case analyses, and research activities relating to the unit work

Summative: exams, projects, homework, activities. Graded assessment of chapter terms/concepts

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Materials/Resources

Textbook: International Business 3E, Dlabay & Scott, Thomson South-Western 2006

Intlbizextra.swlearning.com

Teacher prepared notes/handouts

Various websites that include, but are not limited to

www.nlr.org

www.dosomething.org

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Unit 4: Global Business Finance and Investment

Big Idea #1: Global Business (from BCIT)

Global Business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to produce.

Essential Question:

What role do political and legal systems play in global economics?

How do world views impact business?

Concepts

Global Business Foundations

Global Culture and Climate

Competencies:

Evaluate government monetary policies as it relates to international business

Identify world organizations for assistance in international business ventures

Assess competition and profit as a function of business

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Standards

Unit 4: Global Business Finance and Investment

Time Range: 10 days

PA Academic Standards in Business, Computers, and Information Technology

15.7.12.A
15.7.12.C
15.7.12.D
15.7.12.F
15.7.12.I
15.7.12.L
15.7.12.O

PACS English/Language Arts

CC.1.2.11-12.A
CC.1.2.11-12.i
CC.1.2.11-12.L

PACS Reading in History and Social Studies

CC.8.5.9-10.D
CC.8.5.11-12.B
CC.8.5.11-12.i

PACS Writing in History and Social Studies

CC.8.6.11-12.B
CC.8.6.11-12.E

Pennsylvania Career Education and Work Standards

13.3.11.C, D
13.4.11.A

National Standards for Business Education

International Business

International Finance

Currency and Exchange, Performance Levels 1-4

Financial Institutions and Trade Agreements, Performance Levels 3-4

Risk Management, Performance Levels 3-4

Anchors

M.11.A1.1
R11.A.2.1.1; 2.1.2.; 2.3.1; 2.4.1; 2.5.1

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Overview: Students will utilize the textbook, instructor notes, the online companion website, the Internet, and other various teacher-prepared handouts to achieve the goals as listed below.

Focus Question(s):

What role do political and legal systems play in global economics?

How do world views impact business?

Goals

Explain the role of money and currency systems in international business

Analyze global financial market systems

Compare the risks and opportunities associated with global investment

Objectives

- Explain the role of money and currency in international business
- Identify factors that affect the value of currency
- Distinguish among various forms of currency throughout the world
- Calculate currency exchange rates
- Discuss foreign exchange activities
- Describe the main activities of the World Bank and the International Monetary Fund
- Discuss payment methods and financing sources for international business transactions
- Explain other payment methods and financial documents used in international trade
- Describe the flow of funds for international businesses
- Identify types of global financial institutions
- Describe how and where stocks are bought and sold on a global scale
- Describe factors that affect stock prices on a global scale
- Describe the role of other global financial markets
- Analyze international investment opportunities
- Identify major sources of international investment information
- Describe the types of risks associated with international business activities
- Explain the basic elements of international insurance coverage
- Describe the strategies to reduce risk

Core Activities

Students will read chapters 7, 20, and 21 and be able to successfully identify terms and concepts related to the chapters through chapter assessments.

Students will complete various activities involving currency analysis and exchange rates.

Students will be able to identify the methods for obtaining financial resources for companies and individuals who wish to invest abroad.

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Students will research investment opportunities in various countries, including the country from Unit 1, as well as the risks for investing in those countries

Students will identify the challenges of global investment and how to protect the investment and reduce risk

Instructional Methods

Direct instruction/lecture (explanation of terms and concepts)

Demonstration (provide examples of terms and concepts)

Discussion (discuss concepts and current events as a class)

Cooperative Learning (group work)

Individual Development (researching countries)

Extensions: Students will present their investment opportunities/risks for the countries they researched

Corrections: Supplemental material (in addition to chapter notes) will be provided for those needing extra practice with concepts and terms. Practice quizzes and other online tools in the online companion website will also help reinforce chapter concepts.

Assessments

Diagnostic: participation in class discussions and responses to oral questions. Daily preparation for class. Discussion of current events in the international business world

Formative: completion of activities in various formats: chapter questions, case analyses, and research activities relating to the unit work

Summative: exams, projects, homework, activities. Graded assessment of chapter terms/concepts

Materials/Resources

Textbook: International Business 3E, Dlabay & Scott, Thomson South-Western 2006

Intlbizextra.swlearning.com

Teacher prepared notes/handouts

Various websites that include, but are not limited to

www.worldbank.org

www.cia.gov

www.nyse.com

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Unit 5: Global Production and Marketing Strategies

Big Idea #1: Global Business (from BCIT)

Global Business is the relationship among cultural, political, legal, economic, and ethical systems that drive the decisions regarding what, how, and for whom to produce.

Essential Question:

How can economic and environmental factors influence domestic and international business?

How do world views impact business?

Concepts

Global Business Foundations

Global Business Environment

Global Culture and Climate

Competencies:

Analyze production systems, human resources, and capital for international business

Analyze the infrastructure for communications and technology use in global markets

Assess competition and profit as a function of business

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Standards

Unit 5: Global Production & Marketing Strategies **Time Range: 20 days**

PA Academic Standards in Business, Computers, and Information Technology

15.7.12.A
15.7.12.C
15.7.12.F
15.7.12.H
15.7.12.K
15.7.12.L
15.7.12.O

PACS English/Language Arts

CC.1.2.11-12.A
CC.1.2.11-12.i
CC.1.2.11-12.L

PACS Reading in History and Social Studies

CC.8.5.9-10.D
CC.8.5.11-12.B
CC.8.5.11-12.i

PACS Writing in History and Social Studies

CC.8.6.11-12.B
CC.8.6.11-12.E

Pennsylvania Career Education and Work Standards

13.3.11.C, D
13.4.11.A

National Standards for Business Education

International Business

International Marketing

Product Development, Performance Levels 1-3
Distribution Channels and Intermediaries, Performance Level 3,4
Transportation and Shipping, Performance Levels 2

Anchors:

M.11.A1.1
R11.A.2.1.1; 2.1.2.; 2.3.1; 2.4.1; 2.5.1

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Overview: Students will utilize the textbook, instructor notes, the online companion website, the Internet, and other various teacher-prepared handouts to achieve the goals as listed below.

Focus Questions

How can economic and environmental factors influence domestic and international business?

How do world views impact business?

Goals:

Identify the various production systems for global business

Evaluate the methods for global product development

Identify various pricing strategies

Identify various global distribution methods

Explain various global product/service promotional strategies

Objectives

- Diagram the basic model for all production processes
- Summarize methods of operations management
- Describe the different production methods used in various countries
- Differentiate between producing products and creating services
- Identify trends that influence global marketing opportunities
- Describe a marketing plan and its use in global marketing activities
- Describe the sources of product opportunities for international marketing
- Identify categories of consumer products and the importance of product lines
- Describe the data collection methods used in international marketing research
- Describe branding and packaging techniques used by global businesses
- Explain actions involved in global pricing strategies
- Contrast direct and indirect channels of distribution
- Explain the role played by global intermediaries
- Summarize the shipping requirements for international distribution
- Compare transportation modes available to international distributors
- Describe the elements of the promotional mix
- Explain the activities involved for planning advertising for global markets
- Discuss the use of public relations and sales promotion by multinational companies

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Core Activities

Students will be read chapters 15, 17, 18, and 19 and be able to identify terms and concepts by completing chapter assessments.

Students will be able to create a chart of the production methods used around the world and give examples as well as describe the job roles associated with these methods

Students will be able to differentiate among global, national, regional and local brands as well as discuss the various levels of product label regulations throughout the world

Students will create various types of advertisements for products that can be sold in other countries

Students will research the various marketing and promotional methods used in other countries and compare the regulations to the US

Students will analyze the Cradle to Cradle concept and report on what global companies are incorporating the methods into production

Instructional Methods

Direct instruction/lecture (explanation of terms and concepts)

Demonstration (provide examples of terms and concepts)

Discussion (discuss concepts and current events as a class)

Cooperative Learning (group work)

Individual Development (researching countries)

Extensions: Students will expand their product advertisements to various sizes/media to reach a target audience. Students will view various videos on the production of goods in other countries

Corrections: Supplemental material (in addition to chapter notes) will be provided for those needing extra practice with concepts and terms. Practice quizzes and other online tools in the online companion website will also help reinforce chapter concepts.

Assessments

Diagnostic: participation in class discussions and responses to oral questions. Daily preparation for class. Discussion of current events in the international business world

Formative: completion of activities in various formats: chapter questions, case analyses, and research activities relating to the unit work

Summative: exams, projects, homework, activities. Graded assessment of chapter terms/concepts

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Materials/Resources

Textbook: International Business 3E, Dlabay & Scott, Thomson South-Western 2006

Intlbizextra.swlearning.com

Teacher prepared notes/handouts

Various websites that include, but are not limited to

www.c2ccertified.org

www.cia.gov

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Primary Textbook(s) Used for this Course of Instruction

Name of Textbook: **International Business, 3E**

Textbook ISBN #: 0-538-72860-4

Textbook Publisher & Year of Publication: Thomson South-Western, 2006

Curriculum Textbook is utilized in (title of course): International Business

Please complete one sheet for each primary textbook.

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Appendix

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Standards

PA Academic Standards in Business, Computers, and Information Technology

- 15.7.12.A:** Assess the impact of political and economic changes on global business
- 15.7.12.B:** Evaluate logistical considerations of operating an international business
- 15.7.12.C:** Examine business protocol of several countries as related to social customs, business customs, and political environment
- 15.7.12.D:** Analyze how political environments affect international business
- 15.7.12.E:** Examine the legal requirements (foreign and domestic) of operating a business
- 15.7.12.F:** Examine economic issues in a country that engages in international business activities.
- 15.7.12.G:** Analyze global business and the impact on the countries in which they operate
- 15.7.12.H:** Analyze the effect of efficiencies in natural and human resources as it relates to the global business relationships
- 15.7.12.i:** Identify and examine effective global business communication strategies
- 15.7.12.K:** Analyze how economic and environmental factors may conflict; explain how responsible behavior can help sustain natural and human communities at local, regional, national, and global levels
- 15.7.12.L:** Identify world views and their impact on global business
- 15.7.12.O:** Reference Economics 6.3.9.D, 6.3.12.D, 6.4.9.B, 6.4.9.C, 6.4.12.B, 6.4.12.C, 6.4.12.D

PACCS English/Language Arts

CC.1.2.11-12.A: Determine and analyze the relationship between two or more central ideas of a text, including the development and interaction of the central ideas; provide an objective summary of the text.

CC.1.2.11-12.i: Analyze foundational U.S. and world documents of historical, political, and literary significance for their themes, purposes, and rhetorical features.

CC.1.2.11-12.L: Read and comprehend literary non-fiction and informational text on grade level, reading independently and proficiently.

PACCS Reading in History and Social Studies

CC.8.5.9-10.D: Determine the meaning of words and phrases as they are used in a text, including vocabulary describing political, social, or economic aspects of history/social science

CC.8.5.11-12.B: Determine the central ideas or information of a primary or secondary source; provide an accurate summary that makes clear the relationships among the key details and ideas

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CC.8.5.11-12.i: Integrate information from diverse sources, both primary and secondary, into a coherent understanding of an idea or event, noting discrepancies among sources.

PACCS Writing in History and Social Studies

CC.8.6.11-12.B: Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes

CC.8.6.11-12.E: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

Pennsylvania Career Education and Work Standards

13.3.11.F: Evaluate strategies for career retention and advancement in response to the changing global workplace

13.4.11A : Analyze entrepreneurship as it relates to personal career goals and corporate opportunities

National Standards for Business Education

International Business

Foundations of International Business: Explain the role of international business; analyze how it impacts business at all levels (including local, state, national and international levels)

Role and Impact

Performance Level 1:

Define international business

Explain the difference between a domestic and international company

Performance Level 2:

Discuss the role the US has played in international trade throughout history

Identify international trade partners and describe the trading patterns of companies based on region, state, and country

Performance Level 3:

Explain the role of international business at the local, state, and national levels.

Interpret the impact of emerging economies and political changes on international operations

Performance Level 4:

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Analyze the impact of a domestic company involved in international trade on the community, state, and country in which the company is located.

Geography Performance Levels 1-4

The Global Business Environment: Describe the interrelations of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.

Legal Systems

Performance Level 3:

- Describe the differences between the legal systems of various countries and compare them to the codes, statutes, and common laws of the US
- Describe the challenges that US licensing requirements for exporting products and services present to a US company involved in exporting.
- Recognize legal differences in areas such as consumer protection, product guide-lines, labor laws, contract information, liability, and taxation for various countries.
- Define the foreign market entry rules and practices used by a given country to limit access of international companies trying to establish a presence in that country.

Performance Level 4:

Discuss legal implications for the ethical conduct of business across national boundaries

Economic Environment

Performance Level 2

- Identify the natural, human, and capital resources used to produce goods and services exported to other countries
- Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations
- List characteristics that define the various levels of economic development of countries
- Define terms such as gross domestic product, purchasing power parity, balance of trade, foreign debt, and cost of living.

Performance Level 3

- Identify how economic issues affect international business activities
- Analyze the availability of resources in a country and the economic potential of the country to improve the quality of life of its citizens by engaging in international trade

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- Identify how various economic systems determine what is produced, how it is products, and for whom it is produced in a country.
- Discuss the effect of the literacy level, technology, natural resource availability, and infrastructure on the level of a company's economic development.

Performance Level 4

Develop a business plan for a company conducting business internationally based on an analysis of current economic statistics

Political Systems

Performance Level 3

- Describe how tariffs, quotas, taxation policies, and other formal trade barriers affect choice of location for companies operating internationally
- Analyze the impact of political environments on international business

Performance Level 4

- Evaluate how the political environment and geographic location of a given country impact international business
- Discuss the role of extranational trade organizations and the response of individuals around the world to globalization efforts of these organizations

International Trade Relations: relate balance of trade concepts to the import/export process

Importing and Exporting

Performance Level 1

- List examples of importing and exporting

Performance Level 2

- Discuss the differences between exporting a good and exporting a service
- Identify circumstances under which countries trade with each other
- Identify the risks associated with importing and exporting

Performance Level 3

- Identify information sources of financial assistance for facilitating the import/export process
- Identify documents commonly used in the importing and exporting business
- Describe the role of state and federal agencies and other agencies and organizations that provide exporting information and assistance

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Performance Level 4

- Discuss the conditions under which companies maintain compliance with US Customs

Trade Barriers and Agreements

Performance Level 3

- Describe several international trade agreements and organizations (WTO, NAFTA, EU, MERCOSUR, etc.)

Performance Level 4

- Illustrate the effects of a trade barrier on the company, product category, and economies involved in transactions
- Assess the impact of current and emerging trade issues on a specific region

Trade Balance

Performance Level 3

- Calculate positive and negative trade balances
- Describe the potential resolutions for a negative trade balance

Performance Level 4

- Analyze a country's balance of trade and determine specific conditions that would improve its trading potential

International Management: analyze special challenges in operations and human resource management in international business

Human Resources

Performance Level 2

- Describe the different living and working conditions found in various countries

Performance Level 3

- Define such terms as host country, home country, expatriate, and third country
- Compare ethnocentric, polycentric, regiocentric, and geocentric approaches to managing human resources

Performance Level 4

- Recognize how methods used to resolve management-labor conflicts vary in different countries/cultures
- Identify how differences in occupational safety and health standards impact the conduct of business internationally

Organizational Structures for IB Activities: identify forms of business ownership and entrepreneurial opportunities available in international business

Forms of Business Ownership

Performance Level 2

- Identify various types of ownership of selected businesses involved in international trade

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Performance Level 4

- Determine social and cultural influences on the form of business ownership used or required in other countries

Entrepreneurial Opportunities

Performance Level 1

- Identify a company doing business in another country

Performance Level 2

- Identify potential new international business ventures for locally based companies
- Identify risks and rewards for doing business in a foreign market

Performance Level 3

- Debate the advantages/disadvantages of expansion into international trade activities for a given business

International Business Success

Performance Level 3

- Identify financial, economic, and social benefits and costs of international business activities

Performance Level 4

- Assess quantitative and qualitative contributions of a company's actions to consumers, workers, the economy, and the society of a country

International Finance: explain the concepts, role, and importance of international finance and risk management

Currency and Exchange

Performance Level 1

- List the currencies of various countries

Performance Level 2

- Calculate simple currency exchange transactions
- Identify potential problems associated with dealing in foreign currencies

Performance Level 4

- Explain how fluctuating interest rates affect international trade

Financial Institutions and Trade Agreements

Performance Level 3

- List sources of capital for international, transnational, multinational, and global companies
- Identify various forms of international banking operations

Performance Level 4

- Explain growth, regulations, and the impact of international banking on global business

Risk Management

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Performance Level 3

- Identify major foreign exchange and commercial risks associated with international business activities

Performance Level 4

- Discuss strategies to minimize risk in international trade

International Marketing: apply marketing concepts to international business situations

Product Development

Performance Level 1

- List items produced only in some countries and explain why those items are produced only there

Performance Level 2

- Describe how a company might assess the potential for a product in different foreign markets
- Explain how brands and packages are affected by culture and how they may need to be altered before being marketed in a new environment

Performance Level 3

- Describe situations in which global versus international products would be sold

Distribution Channels and Intermediaries

Performance Level 3

- Contrast direct and indirect distribution channels for international marketing
- Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, and export companies

Performance level 4

- Select distribution channels for a company involved in international business

Transportation and Shipping

Performance Level 2

- Describe major transportation methods used for IB activities