

**International Business**  
**UBD Curriculum**  
**Egg Harbor Township High School**  
**Business Department**



**Career and Technical Education**

**Created By:**  
**Eileen Duff**  
**July 2015**

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 1 SUMMARY (Chapter 1)**

International business includes all the business activities needed to create, ship and sell goods and services across national borders. International business is also referred to as global business, international trade, and foreign trade. International business is important as a source of raw materials and a supplier of foreign products. It allows for new market and investment opportunities, and paths to improved political relations. Trading products throughout the world started more than 15,000 years ago. The Roman Empire dominated international business for more than 600 years. The eleventh century saw renewed interest in global commercialism. From 1500 to 1900, several European countries established colonies in Africa, Asia, North America, and South America.

Trade activities are viewed from buyer and seller. Products bought from business in other countries are called imports. Products sold in other countries are exports. The four major categories of the international business environment are geographic conditions, cultural and social factors, political and legal factors, and economic conditions. Success in learning about international business requires knowledge of history, geography, foreign language, culture, and study skills. As a worker, you have new career opportunities created by international business. As a consumer, you have more buying choices. As a citizen, you must have an increased awareness of the world.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions

- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

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- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
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- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What Is International Business?
- Why Is International Business Important?
- When Did International Business Start?
- The Fundamentals of International Trade?
- The International Business Environment?
- The Global Business World?

### KNOWLEDGE AND SKILLS

- Distinguish between domestic business and international business.
- Discuss the reasons why international business is important.
- Understand that international trade is not just a recent event
- Describe basic international business activities.
- Explain the components of the international business environment.
- Name important skills for international business and describe the importance of international business for workers, consumers, and citizens.

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes

- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 9, 10, 12
- Assess, p. 13
- Reteach, p. 13
- Enrich, p. 13
- Portfolio, p. 13
- Close, p. 13
- Checkpoint, pp. 15, 18, 19
- Assess, p. 21
- Reteach, p. 21
- Enrich, p. 21
- Portfolio, p. 21
- Close, p. 21

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**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 1 SUMMARY (Chapter 2)**

The basic economic problem involves scarcity, balancing limited resources with unlimited needs and wants. The steps of the decision making process are define the problem, identify the alternatives, evaluate the alternatives, make a choice, take action and review the decision.

Main factors that affect prices are supply and demand. Inflation occurs when demand exceeds supply or when business operating costs increase. There are two basic causes for inflation; demand-pull inflation and cost-push inflation.

The three main factors of production are natural resources, human resources, and capital resources. Countries make economic decisions using command economies, market economies and mixed economies.

The main influences on a country's economic development are literacy level, technology, and agricultural dependency. The three levels of economic development are industrialized countries, less developed countries and developing countries.

Absolute and comparative advantages are economic principles that explain buying and selling among companies in different countries. Measures of economic progress and development include gross domestic product, gross national product, balance of trade, foreign exchange rate, foreign debt, and consumer price index.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

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## **STAGE ONE**

### **GOALS AND STANDARDS**

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- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

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#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What is involved with Economics and Decision Making?
- What are the Basics of Economics?
- What are the Economic Systems?
- What does it mean to achieve Economic Development?
- How do Resources Satisfy Needs?

### KNOWLEDGE AND SKILLS

- Describe the basic economic problem.
- List the steps of the decision-making process
- Describe how the market sets prices.
- Explain the causes of inflation
- Describe how the market sets prices.
- Explain the causes of inflation
- Describe the factors that affect economic development.
- Identify the different levels of economic development
- Discuss economic principles that explain the need for international trade.
- Identify various measures of economic progress and development

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
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- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE



- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 28, 30
- Review Global Business Terms, p. 31
- Review Global Business Concepts, p. 31
- Solve Global Business Problems, p. 31
- Think Critically, p. 31
- Make Academic Connections, p. 31
- Checkpoint, pp. 33, 34
- Review Global Business Terms, p. 35
- Review Global Business Concepts, p. 35
- Solve Global Business Problems, p. 35
- Think Critically, p. 35
- Make Academic Connections, p. 35
- Checkpoint, pp. 37, 39
- Review Global Business Terms, p. 40
- Review Global Business Concepts, p. 40
- Solve Global Business Problems, p. 40
- Think Critically, p. 40
- Make Academic Connections, p. 40
- Checkpoint, pp. 41, 43
- Review Global Business Terms, p. 44
- Review Global Business Concepts, p. 44
- Solve Global Business Problems, p. 44
- Think Critically, p. 44
- Make Academic Connections, p. 44
- Checkpoint, pp. 45, 49
- Review Global Business Terms, p. 51
- Review Global Business Concepts, p. 51
- Solve Global Business Problems, p. 51
- Think Critically, p. 51
- Make Academic Connections, p. 51

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 1 SUMMARY (Chapter 3)**

Culture influences global business by shaping the personal and professional behaviors of businesspersons around the world. Subcultures are parts of larger cultures that may vary in some aspects from the larger cultures from which they developed.

Most societies are at least partially organized around family units. There are both nuclear and extended families. Societies are comprised of many institutions. Some of these institutions are schools, religious groups, and professional groups. Gender roles and the degree of mobility differ greatly between cultures.

Although many languages can be used for international business purposes, English is often considered the language of international business. Knowing another language is important for global business success because it allows you to transact business much like a native speaker of that language does. Direct communication attaches considerable value to words and interprets them literally; indirect communication attaches much less value to words and interprets them figuratively. Nonverbal communication influences business activities through such non-word means as body language, appearance, eye contact, touching, personal space, color numbers, emblems, and smells.

Five major types of values that vary from culture to culture involve individualism versus collectivism; technology; leadership, power, and authority; religion; and time. Two major reactions to cultural differences are culture shock and reverse culture shock.

### **UNIT RESOURCES**

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#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

#### **ESSENTIAL QUESTIONS**

- What does it mean to have different Cultures Around the World?
- What does Culture mean to Social Organizations?
- How do we have Communication Across Cultures?
- What are the Values Around the World?

#### **KNOWLEDGE AND SKILLS**

- Describe influences of culture on global business activities.
- Explain the role of subcultures
- Describe how family relationships can affect culture.
- Explain the role of societal influences on culture.
- Understand the importance of knowing another language for global business success.
- Compare direct and indirect communication.
- Describe the influence of nonverbal communication
- Identify and explain five values that vary from culture to culture.
- Describe the two major reactions to cultural differences.

### **STAGE TWO**

#### **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
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- Quizzes
- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 59, 60
- Review Global Business Terms, p. 61
- Review Global Business Concepts, p. 61
- Solve Global Business Problems, p. 61
- Think Critically, p. 61
- Make Academic Connections, p. 61
- Checkpoint, pp. 63, 65
- Review Global Business Terms, p. 66
- Review Global Business Concepts, p. 66
- Solve Global Business Problems, p. 66
- Think Critically, p. 66
- Make Academic Connections, p. 66
- Checkpoint, pp. 69, 70, 72
- Review Global Business Terms, p. 73
- Review Global Business Concepts, p. 73
- Solve Global Business Problems, p. 73
- Think Critically, p. 73
- Make Academic Connections, p. 73
- Checkpoint, pp. 76, 77
- Review Global Business Terms, p. 79
- Review Global Business Concepts, p. 79
- Solve Global Business Problems, p. 79
- Think Critically, p. 79
- Make Academic Connections, p. 79

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 1 SUMMARY (Chapter 4)**

The main political systems operating in the world are democracies, totalitarian systems, and mixed systems. A multinational company must operate within existing economic, social, and legal constraints of a host country. In addition, the company is expected to comply with the social, economic, and legal mandates of its home country.

A government can discourage international trade with protectionism policies, tariffs, quotas, boycotts, and licensing requirements. Political risks can disrupt global business activities through trade sanctions (such as embargoes), expropriation, economic nationalism, and civil unrest or war. The main taxes governments impose are customs duties, sales taxes, excise taxes, payroll-related taxes, value-added taxes, and income taxes.

A government can encourage international business with free-trade zones, most-favored-nation status, and free-trade agreements. The Export-Import Bank of the United States (EXIM) provides export loans, export loan guarantees, and export credit insurance. The Overseas Private Investment Corporations (OPIC) provides investment insurance to U.S. companies that establish operations in developing countries. A government can encourage international business with tax incentives such as tax credits on foreign income, double-taxation avoidance treaties, and tax holidays.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

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### ESSENTIAL QUESTIONS

- What are the various Political Environments and Global Businesses?
- How does Government Discourage Global Business?
- How does Government Encourage Global Business?

### KNOWLEDGE AND SKILLS

- Types of Political Systems, pp. 86–87
- Political Relations with Host and Home Countries
- Government Activities Influence Business, pp. 91–93
- Political Risks in International Business, pp. 93–94
- International Taxes
- Encouraging International Business, pp. 97–98
- Government Protection from International Risk, p. 99
- Tax Incentives

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE



## LEARNING PLAN

- Checkpoint, pp. 87, 88
- Review Global Business Terms, p. 90
- Review Global Business Concepts, p. 90
- Solve Global Business Problems, p. 90
- Think Critically, p. 90
- Make Academic Connections, p. 90
- Checkpoint, pp. 93, 94, 95
- Review Global Business Terms, p. 96
- Review Global Business Concepts, p. 96
- Solve Global Business Problems, p. 96
- Think Critically, p. 96
- Make Academic Connections, p. 96
- Checkpoint, pp. 98, 99, 100
- Review Global Business Terms, p. 101
- Review Global Business Concepts, p. 101
- Solve Global Business Problems, p. 101
- Think Critically, p. 101
- Make Academic Connections, p. 101

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 2 SUMMARY (Chapter 5)**

The advantages of a sole proprietorship are ease of starting, individual business freedom, owner gets all profits, and pride of ownership. The disadvantages are limited funds, potential long hours, unlimited liability, and limited life of the business. The benefits of a partnership are ease of creation, additional sources of funds, and availability of different talents. The possible drawbacks are partners are each liable, profits are shared, potential for disagreement, and business can dissolve suddenly. Advantages of a corporations are more sources of funds, limited liability, management availability, and unlimited life. Disadvantages include difficult creation process, owners limited control, and double taxation. Other forms of business ownership include municipal corporations, nonprofit corporations and cooperatives.

Multinational companies take advantage of business opportunities in several geographic areas by adapting to cultural and economic influences in different societies. Multinational companies with a global perspective consider the entire world as their potential market. They look for similarities among markets in order to offer a standardized product whenever possible. The main concerns related to MNCs are economic dependence and political interference.

Low-risk methods used for getting involved in international business include indirect exporting, direct exporting, management contracting, licensing, and franchising. Higher-risk methods used for getting involved in international business are joint ventures, turnkey operations, foreign direct investment, and wholly-owned subsidiaries.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

#### Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

#### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

#### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

#### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.

- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

What are the different Forms of Business Ownership?  
 What are the Operations of Global Businesses?  
 What are the risk of Starting Global Business Activities?

### KNOWLEDGE AND SKILLS

- Describe the advantages and disadvantages of a sole proprietorship.
- Describe the advantages and disadvantages of a partnership.
- Explain the characteristics of a corporation.
- Name other forms of business ownership
- Describe the activities and characteristics of multinational companies.
- Identify concerns related to multinational companies.
- Identify five low-risk methods for getting involved in international business.
- Discuss higher-risk methods for getting involved in international business

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically

- Make Academic Connections
- Quizzes
- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 115, 117, 118, 119
- Review Global Business Terms, p. 120
- Review Global Business Concepts, p. 120
- Solve Global Business Problems, p. 120
- Think Critically, p. 120
- Make Academic Connections, p. 120
- Checkpoint, p. 123
- Review Global Business Terms, p. 125
- Review Global Business Concepts, p. 125
- Solve Global Business Problems, p. 125
- Think Critically, p. 125
- Make Academic Connections, p. 125
- Checkpoint, pp. 128, 130
- Review Global Business Terms, p. 131
- Review Global Business Concepts, p. 131
- Solve Global Business Problems, p. 131
- Think Critically, p. 131
- Make Academic Connections, p. 131

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 2 SUMMARY (Chapter 6)**

Importing is important to business for meeting consumer demand, lowering operating costs, and obtaining production inputs. The four steps of importing are: determine demand, contact suppliers, finalize purchases, and receive goods.

The five steps of the exporting process are: find potential customers, meet the needs of customer, agree on sales terms, provide products or services, and complete the transaction. The exporting of services can be a significant percentage of a country's export activities.

A country's balance of payments measures the total flow of money coming into a country minus the total flow going out and may be positive or negative. A trade deficit is the total amount a country owes to other countries as a result of importing more goods and services than are exported. The main types of trade agreements are the World Trade Organization, economic communities, barter agreements, and free-trade zones.

The competitive situation in a country is affected by: the number of companies, business costs and product differences. The four main types of competitive markets are pure competition, monopolistic competition, oligopoly, and monopoly.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them

- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair laborpractice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.

- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

#### **ESSENTIAL QUESTIONS**

- Can you explain the importance of Importing Procedures?
- What are the steps for Exporting Procedures?
- What is the Importance of Trade Relations?
- What is meant by The Nature of Competition?

#### **KNOWLEDGE AND SKILLS**

- 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 market situations

### **STAGE TWO**

#### **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test



## OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 139, 140
- Review Global Business Terms, p. 142
- Review Global Business Concepts, p. 142
- Solve Global Business Problems, p. 142
- Think Critically, p. 142
- Make Academic Connections, p. 142
- Checkpoint, pp. 147, 148
- Review Global Business Terms, p. 149
- Review Global Business Concepts, p. 149
- Solve Global Business Problems, p. 149
- Think Critically, p. 149
- Make Academic Connections, p. 149
- Checkpoint, pp. 151, 154
- Review Global Business Terms, p. 155
- Review Global Business Concepts, p. 155
- Solve Global Business Problems, p. 155
- Think Critically, p. 155
- Make Academic Connections, p. 155
- Checkpoint, pp. 158, 160
- Review Global Business Terms, p. 161
- Review Global Business Concepts, p. 161
- Solve Global Business Problems, p. 161
- Think Critically, p. 161
- Make Academic Connections, p. 161

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 2 SUMMARY (Chapter 7)**

Money has five characteristics: acceptability, scarcity, durability, divisibility, and portability. The purpose of money is that it serves as a medium of exchange, a measure of value, and a store of value. A Country's balance of payments, economic conditions, and political stability influence the value of money. Money supply and demand, inflations, and risk affect interest rates.

Foreign exchange involves the process of exchanging one currency for another in the foreign exchange market. This market consists of banks and other financial institutions that buy and sell different currencies. The main activity of the World Bank is to provide economic assistance to less developed countries. The International Monetary Fund helps to promote economic cooperation among countries by maintaining an orderly system of world trade and exchange rates.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

#### **International Business – Curriculum Standards**

##### **Career Ready Practices:**

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity

- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair laborpractice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.

- **9.3.12.BM-BIM.1** Describe and follow laws and regulations affecting business operations and transactions.
- **9.3.12.BM-BIM.2** Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- **9.3.12.BM-BIM.3** Access, evaluate and disseminate information for business decision making.
- **9.3.12.BM-BIM.4** Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- **9.3.12.BM-BIM.5** Plan, organize and manage an organization/department to achieve business goals.
- **9.3.12.BM-MGT.3** Apply economic concepts fundamental to global business operations.
- **9.3.12.BM-MGT.4** Employ and manage techniques, strategies and systems to enhance business relationships.
- **9.3.12.BM-MGT.5** Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- **9.3.12.BM-MGT.6** Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- **9.3.12.BM-MGT.7** Plan, organize and manage an organization/department to achieve business goals.
- **9.3.12.BM-MGT.8** Create strategic plans used to manage business growth, profit and goals
- **9.3.12.BM-OP.1** Describe and follow laws and regulations affecting business operations and transactions.
- **9.3.12.BM-OP.2** Develop and maintain positive customer relationships.

#### **2014 New Jersey Core Curriculum Content Standards - Technology**

- **8.1.12.A.1:** Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

#### **ESSENTIAL QUESTIONS**

- What are the Money Systems Around the World?
- What is the Foreign Exchange and Currency Controls?
- What is Currency a Currency Transactions Between Nations?

#### **KNOWLEDGE AND SKILLS**

- Explain the role of money and currency systems in international business
- Identify factors that affect the value of currency
- 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

#### **STAGE TWO**

## **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

## **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## **STAGE THREE**

### **LEARNING PLAN**

- Checkpoint, pp. 170, 172
- Review Global Business Terms, p. 173
- Review Global Business Concepts, p. 173
- Solve Global Business Problems, p. 173
- Think Critically, p. 173
- Checkpoint, pp. 177, 178
- Review Global Business Terms, p. 179
- Review Global Business Concepts, p. 179
- Solve Global Business Problems, p. 179
- Think Critically, p. 179
- Make Academic Connections, p. 179
- Checkpoint, pp. 182, 183
- Review Global Business Terms, p. 185
- Review Global Business Concepts, p. 185

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 2 SUMMARY (Chapter 8)**

The main legal systems of the world are civil law, common law, and statutory law. Manufacturers and sellers are responsible for the safety of their products. Intent to cause harm and negligence are difficult to prove, so the principles of strict liability apply in product negligence in many countries.

Property rights are protected through government actions such as patents, trademarks, and copyright. Contracts are the basis for almost all business arrangements. A valid contract must have four components: capacity, mutual agreement, consideration, and legal purpose.

International legal disputes may be resolved without court action through mediation or arbitration. Litigation is court action used to resolve global business disputes. The International court of Justice settles legal disputes between nations when both nations request that it do so. This court also advises the United Nations on matters of international law.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

#### **International Business – Curriculum Standards**

##### **Career Ready Practices:**

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management

- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
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- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
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## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.

- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### **2014 New Jersey Core Curriculum Content Standards - Technology**

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

#### **ESSENTIAL QUESTIONS**

- Can you identify International Legal Systems and Product Liability?
- What are Property right and components of a Contract?
- What are they ways to Resolve Legal Differences?

#### **KNOWLEDGE AND SKILLS**

- 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

#### **STAGE TWO**



## **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

## **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## **STAGE THREE**

### **LEARNING PLAN**

- Checkpoint, pp. 194, 195
- Review Global Business Terms, p. 197
- Review Global Business Concepts, p. 197
- Solve Global Business Problems, p. 197
- Think Critically, p. 197
- Make Academic Connections, p. 197
- Checkpoint, pp. 201, 202
- Review Global Business Terms, p. 203
- Review Global Business Concepts, p. 203
- Solve Global Business Problems, p. 203
- Think Critically, p. 203
- Make Academic Connections, p. 203
- Checkpoint, pp. 205, 207, 208
- Review Global Business Terms, p. 209
- Review Global Business Concepts, p. 209
- Solve Global Business Problems, p. 209
- Think Critically, p. 209
- Make Academic Connections, p. 209

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 2 SUMMARY (Chapter 9)**

Entrepreneurs are important in the development of an economy because they create new products and services, create new jobs, and provide personal service. The main types of entrepreneurial businesses are extracting companies, manufacturing companies, wholesalers, retailers, and service companies. Telecommuting involves using a computer and other technology to work at home instead of in a company office or factory.

The advantages of self-employment as a career option are independence and pride of ownership. The disadvantages are the time commitment, uncertain income, and possible loss of investment. The first three sections of a business plan are the business description, organizational structure, and marketing activities.

Financing a small business involves determining variable and fixed costs while obtaining the use of equity and debt funds. The major business activities of a small business manager involve marketing, finance, production, human resources, and information systems.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management

- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.

- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What are the influences of Entrepreneurial Enterprises?
- What is needed for an effective Business Plan and Self-Employment?
- What is a business plan for Operating an Entrepreneurial Enterprise?

### KNOWLEDGE AND SKILLS

- Explain the importance of entrepreneurs in the development of an economy
- Differentiate between the types of entrepreneurial businesses
- Describe telecommuting and the effect of technology on home-based businesses
- Evaluate self-employment as a career option
- Describe the first three sections of a business plan
- Outline the process of financing a small business
- Identify the major business activities of a small business manager

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints

- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 219, 220, 221
- Review Global Business Terms, p. 222
- Review Global Business Concepts, p. 222
- Solve Global Business Problems, p. 222
- Think Critically, p. 222
- Make Academic Connections, p. 222
- Checkpoint, pp. 225, 237
- Review Global Business Terms, p. 228
- Review Global Business Concepts, p. 228
- Solve Global Business Problems, p. 228
- Think Critically, p. 228
- Make Academic Connections, p. 228
- Checkpoint, pp. 231, 234
- Review Global Business Terms, p. 235
- Review Global Business Concepts, p. 235
- Solve Global Business Problems, p. 235
- Think Critically, p. 235
- Make Academic Connections, p. 235

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 3 SUMMARY (Chapter 10)**

Managers, who are the people in charge of organizations and their resources, have characteristics and styles that vary. Managers must be sensitive to and respect the cultural differences within their businesses.

Managers engage in planning and decision making; organizing, staffing and communicating; motivating and leading; and controlling. Organizations can be structured by function, product, or geography.

The levels of management are influenced by the span of control, lines of authority, and delegation of authority and responsibility. The evolution of a business through the domestic company, exporting company, international corporation, and global corporation stages affects its management. As globalization continues, the roles of managers will change.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

#### **International Business – Curriculum Standards**

##### **Career Ready Practices:**

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity

- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair laborpractice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.

- **9.3.12.BM-BIM.1** Describe and follow laws and regulations affecting business operations and transactions.
- **9.3.12.BM-BIM.2** Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- **9.3.12.BM-BIM.3** Access, evaluate and disseminate information for business decision making.
- **9.3.12.BM-BIM.4** Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- **9.3.12.BM-BIM.5** Plan, organize and manage an organization/department to achieve business goals.
- **9.3.12.BM-MGT.3** Apply economic concepts fundamental to global business operations.
- **9.3.12.BM-MGT.4** Employ and manage techniques, strategies and systems to enhance business relationships.
- **9.3.12.BM-MGT.5** Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- **9.3.12.BM-MGT.6** Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- **9.3.12.BM-MGT.7** Plan, organize and manage an organization/department to achieve business goals.
- **9.3.12.BM-MGT.8** Create strategic plans used to manage business growth, profit and goals
- **9.3.12.BM-OP.1** Describe and follow laws and regulations affecting business operations and transactions.
- **9.3.12.BM-OP.2** Develop and maintain positive customer relationships.

#### **2014 New Jersey Core Curriculum Content Standards - Technology**

- **8.1.12.A.1:** Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

#### **ESSENTIAL QUESTIONS**

- What are characteristics of Managers and why do you need to know Cultural Differences?
- What is the Management Process and Organizational Structures?
- What is the Changing Process of Management?

#### **KNOWLEDGE AND SKILLS**

- Explain the characteristics of successful managers and how management styles vary.
- Understand the effects of cultural differences on a global workforce
- Describe the basic components of the process of managing.
- Differentiate between organizational structures based on function, product, and geography.
- Discuss factors that affect the levels of management in an organization.
- Describe the four stages through which a business might pass to reach global status.
- Explain the differences between management today and the way it is expected to be in the future.



## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 250, 252
- Review Global Business Terms, p. 253
- Review Global Business Concepts, p. 253
- Solve Global Business Problems, p. 253
- Think Critically, p. 253
- Make Academic Connections, p. 253
- Checkpoint, pp. 256, 259
- Review Global Business Terms, p. 260
- Review Global Business Concepts, p. 260
- Solve Global Business Problems, p. 260
- Think Critically, p. 260
- Make Academic Connections, p. 260
- Checkpoint, pp. 263, 265
- Review Global Business Terms, p. 267
- Review Global Business Concepts, p. 267
- Solve Global Business Problems, p. 267
- Think Critically, p. 267
- Make Academic Connections, p. 267

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 3 SUMMARY (Chapter 11)**

Human resources management is more complicated in the global environment because of differences in labor markets and managerial practices. The four common approaches to human resources management are the ethnocentric, polycentric, regiocentric, and geocentric approaches.

An international company must carefully determine its staffing needs using employment forecasting and supply analysis. Recruiting methods vary depending on the type of employee needed. Applicants for most international positions are selected based on their competence, adaptability and personal characteristics.

Relevant training and development are critical for success in international business for both employees and companies. Training for international positions should include job-related issues, languages and relationship issues, cross-cultural training, and spousal employment counseling. International companies hold understand the reasons why employees fail and take steps to reduce the chances of failure.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management

- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What are the Foundations of Human Resources Management?
- What is involved in Selecting and Hiring Staff?
- Why is it important for the Maximization of Human Resources?
- What needs to be understood about Retaining Human Resources?

### KNOWLEDGE AND SKILLS

- Differentiate between host-country nationals, parent-country nationals, and third-country nationals.
- Explain how staffing needs are determined.
- Describe how potential employees are recruited.
- Describe three factors to consider when hiring job applicantsour dominant human resources management approaches
- Understand the importance of training and development for global employees.
- Identify the common types of training and development for international employees.
- Explain how training and development programs reduce the chance of employee failure.
- Understand that employee motivation is culturally based.
- Explain the common components of compensation packages for parent-country nationals.
- Appreciate the complexities of evaluating employee performance in an international setting.
- List strategies that help to minimize repatriation problems

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

## OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 275, 279
- Review Global Business Terms, p. 280
- Review Global Business Concepts, p. 280
- Solve Global Business Problems, p. 280
- Think Critically, p. 280
- Make Connections, p. 280
- Checkpoint, pp. 281, 282, 283
- Review Global Business Terms, p. 285
- Review Global Business Concepts, p. 285
- Solve Global Business Problems, p. 285
- Think Critically, p. 285
- Make Academic Connections, p. 285
- Checkpoint, pp. 287, 288, 290
- Review Global Business Terms, p. 291
- Review Global Business Concepts, p. 291
- Solve Global Business Problems, p. 291
- Think Critically, p. 291
- Making Connections, p. 291
- Checkpoint, pp. 293, 295, 296
- Review Global Business Terms, p. 297
- Review Global Business Concepts, p. 297
- Solve Global Business Problems, p. 297
- Think Critically, p. 297
- Making Connections, p. 297

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 3 SUMMARY (Chapter 12)**

Migrant laborers are people who move to another country for work. A country's need for migrant laborers is influenced by the level of economic activity and the proportion of working-age population. Having a growing developed economy, a welcoming multicultural society, and a high quality of education make a country attractive to migrant laborers. A country with a dynamic economy and open and accepting people and laws has high accessibility to migrant laborers.

Labor unions arose out of the harsh working conditions of the Industrial Revolution to improve members' working conditions, wages, and benefits. The AFL and CIO merged to form the largest U.S. organization of unions, the AFL-CIO. Its size and resources make it very powerful. Unions in various countries have difficulty cooperating because of differences of opinion, the influence of government and legislation, and the level of economic development. Membership in unions is declining in most developed countries because of the increase in service industries versus manufacturing industries and government legislation that is favorable to labor.

A workplace becomes unionized when a union wins a representation election. Most collective bargaining contracts include a grievance procedure. An arbitrator may be brought in to settle a dispute. A union may use the power of a strike to persuade a company to meet its demands. Employers may reduce unionization by offering attractive wages, benefits, and conditions so there is no need for a union. An employer may also illegally discipline or threaten union sympathizers, prolong collective bargaining sessions to discredit a union, or engage in a lockout. Unions and employers frequently cooperate as allies today. Unions recognize that a profitable company can afford to offer better wages and conditions, while companies recognize that a satisfied workforce can increase productivity and company success.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

## GOALS AND STANDARDS

### International Business – Curriculum Standards

#### Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

#### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

#### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

#### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.

- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- Who are Migrant workers?
- What are the Milestones of the Labor Movement?
- How are Unions used in the Workplace Today?

### KNOWLEDGE AND SKILLS

- Explain who migrant laborers are
- Describe why some countries need migrant laborers
- Discuss factors that make a country attractive to migrant laborers
- Explain factors that make a country accessible to migrant laborers
- Describe historical reasons why labor unions were formed and the legal problems they faced
- Discuss the effects and nature of international labor activities
- Discuss the history of labor unions and their current status
- Explain how union representation is achieved
- Describe methods used to settle labor negotiations
- Describe how union and management goals are similar

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints



- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 305, 306
- Review Global Business Terms, p. 308
- Review Global Business Concepts, p. 308
- Solve Global Business Problems, p. 308
- Think Critically, p. 308
- Make Connections, p. 308
- Checkpoint, pp. 310, 312, 314
- Review Global Business Terms, p. 316
- Review Global Business Concepts, p. 316
- Solve Global Business Problems, p. 316
- Think Critically, p. 316
- Make Connections, p. 316
- Checkpoint, pp. 319, 321, 322
- Review Global Business Terms, p. 323
- Review Global Business Concepts, p. 323
- Solve Global Business Problems, p. 323
- Think Critically, p. 323
- Make Connections, p. 323

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 3 SUMMARY (Chapter 13)**

You can plan your career by determining your personal goals and abilities, evaluating the job market, identifying and applying for specific job opportunities, accepting the most desirable job offer, and planning for personal career development. You can explore career information from library materials, media, personal and business contacts, community organizations, and Internet sources. Career opportunities are affected by many factors, including personal factors, demographic trends, geographic influences, economic conditions, and industry trends.

A resume should include information such as personal data, career objective, education, experience, related activities, honors and awards, and references. A cover letter should get the reader's attention and make the reader want to interview you for a position. Prepare for an interview, be early and relaxed for the interview and send a follow-up letter to resell yourself.

People change jobs for many reasons and need to revise their career paths. Prepare for international careers by understanding yourself; strengthening foundational skills; enhancing language skills; developing relevant knowledge, skills, and attitudes; gaining international experience; and networking with international professionals.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies

- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What are the steps for Searching for Your First Job?
- What is involved in Applying for a Job?
- What is a process for Obtaining Future Jobs?

### KNOWLEDGE AND SKILLS

- Describe the steps of the career planning process
- List sources of career planning information
- Identify factors that affect job availability
- Describe important elements of a résumé
- Explain successful interview techniques
- Describe other documents that may be involved in applying for a job
- Explain why careers can develop and change
- Explain how to prepare for international careers

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 332, 333, 335
- Review Global Business Terms, p. 337
- Review Global Business Concepts, p. 337
- Solve Global Business Problems, p. 337
- Think Critically, p. 337
- Make Connections, p. 337
- Checkpoint, pp. 339, 341, 342
- Review Global Business Terms, p. 343
- Review Global Business Concepts, p. 343
- Solve Global Business Problems, p. 343
- Think Critically, p. 343
- Make Connections, p. 343
- Checkpoint, pp. 345, 348
- Review Global Business Terms, p. 349
- Review Global Business Concepts, p. 349
- Solve Global Business Problems, p. 349
- Think Critically, p. 349
- Make Academic Connections, p. 349

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 4 SUMMARY (Chapter 14)**

Information is power in the global economy. It serves as a strategic resource and provides a competitive advantage. An information system in an international environment is more challenging to create because there are many more variables to consider than in a domestic environment. Data inputs and operational components together yield the system outputs of a global information system. Four basic types of system outputs are product management, communication, sales management, and senior management. An effective global information system requires careful system planning and developing with input from senior managers as well as other managers.

Cultural and country issues are one type of challenge to global information systems. Issues concerning language, attitudes, and the business and financial environment must all be accommodated. Data collection issues also create challenges to global information systems. For use in decision making, data must have validity, reliability, and comparability. Technological issues are still another group of challenges to global information systems. Those in charge of global information systems must consider communication technology, the requirements of the host country, and host-country and international regulations.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management

- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What is meant by Creating Global Information Systems?
- What are the Challenges of Global Information Systems?

### KNOWLEDGE AND SKILLS

- Explain why information is power in the global economy.
- Describe the three major components of global information systems.
- Explain some of the factors to consider when planning and developing global information systems
- Explain global information challenges arising from cultural and country issues.
- Describe data collection issues related to data sources and data quality.
- Explain how technological issues create challenges to global information systems

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE



## LEARNING PLAN

- Checkpoint, pp. 363, 366
- Review Global Business Terms, p. 368
- Review Global Business Concepts, p. 368
- Solve Global Business Problems, p. 368
- Think Critically, p. 368
- Make Academic Connections, p. 368
- Checkpoint, pp. 371, 372, 374
- Review Global Business Terms, p. 375
- Review Global Business Concepts, p. 375
- Solve Global Business Problems, p. 375
- Think Critically, p. 375
- Make Academic Connections, p. 375

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 4 SUMMARY (Chapter 15)**

The production process changes raw materials into finished goods and services. The three elements in the production process are resources, transformation, and goods and services. The goal of operations management is to produce a good or service at the lowest possible cost while maintaining the highest possible quality. Operations managers use forecasting, scheduling, and inventory control to manage the process. The production methods used in global business are manual production, automated production, and computerized production.

Production output might be measured in terms of productivity and quality control. Productivity is the amount of work that is accomplished in a unit of time. Quality control measures goods and services produced against a product standard. Creating services involves performing tasks that provide value to consumers and businesses. Services are about 70 percent of U.S. GDP and a major portion of global sales. Technology influences office activities through improved productivity resulting from faster and more efficient equipment and systems.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

#### **International Business – Curriculum Standards**

##### **Career Ready Practices:**

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals

- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What is a Global Production Method?
- How can Productive Activities be Expanded?

### KNOWLEDGE AND SKILLS

- Diagram the basic model for all production processes
- Summarize methods of operations management
- Describe the different production methods used in various countries
- Identify two ways production output is measured
- Differentiate between producing products and creating services
- Describe how technology influences office activities

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 383, 385, 387
- Review Global Business Terms, p. 388
- Review Global Business Concepts, p. 388

- Solve Global Business Problems, p. 388
- Think Critically, p. 388
- Make Academic Connections, p. 388
- Checkpoint, pp. 391, 392, 393
- Review Global Business Terms, p. 395
- Review Global Business Concepts, p. 395
- Solve Global Business Problems, p. 395
- Think Critically, p. 395
- Make Academic Connections, p. 395

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 5 SUMMARY (Chapter 16)**

International marketing involves activities between sellers and buyers in different countries. Trends that influence global marketing opportunities include expanded communications, technology, changing political situations, increased competition, and changing demographics.

The four elements of the marketing mix are product, price, distribution, and promotion. A marketing plan is used to plan, communicate, and implement global marketing activities.

The international marketing environment consists of geographic elements, economic conditions, social and cultural influences, and political and legal factors. Consumer behavior is influenced by physical and emotional needs, geographic and demographic factors, personality and psychographic factors, and social and cultural factors. Methods used to segment markets include demographics, psychographics, buying behavior, and product benefits.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

#### Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.

- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### **ESSENTIAL QUESTIONS**

- What does it mean to Market Around the World?
- What is the Marketing Mix and the Marketing Plan?
- How do you Plan Global Marketing Activities?

### **KNOWLEDGE AND SKILLS**

- Describe the nature of markets.
- Identify trends that influence global marketing opportunities
- List the four elements of the marketing mix.
- Describe a marketing plan and its use in global marketing activities
- Explain the international marketing environment.
- Identify factors that influence consumer behavior in different countries.
- Describe the methods used to segment markets and identify a target market

## **STAGE TWO**

### **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## **STAGE THREE**

### **LEARNING PLAN**

- Checkpoint, pp. 409, 411
- Review Global Business Terms, p. 413
- Review Global Business Concepts, p. 413



- Solve Global Business Problems, p. 413
- Think Critically, p. 413
- Make Academic Connections, p. 413
- Checkpoint, pp. 416, 418
- Review Global Business Terms, p. 419
- Review Global Business Concepts, p. 419
- Solve Global Business Problems, p. 419
- Think Critically, p. 419
- Make Academic Connections, p. 419
- Checkpoint, pp. 421, 422, 424
- Review Global Business Terms, p. 425
- Review Global Business Concepts, p. 425
- Solve Global Business Problems, p. 425
- Think Critically, p. 425
- Make Academic Connections, p. 425

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 5 SUMMARY (Chapter 17)**

The sources of product opportunities for international marketing are new products, improved products, new uses for existing products, and existing products in new markets. The categories of consumer products are convenience goods, shopping goods, and speciality goods. A product line provides an assortment of items available for sale to varied target markets. Services are marketed with an emphasis on personalization, as they are usually produced as they are consumed.

The steps in the new product development process are: generating product ideas, evaluating product ideas, researching product ideas, and marketing product ideas. The passes in the marketing research process are: identify problem, collect data, analyze data, and report results. Data collection methods used in international marketing research include secondary data and primary data (surveys, interviews, observations, and experiments).

Brand used by companies are names, symbols, or designs that identify a product or service. Packaging is used to protect the product, to capture the attention of customers, and to make the product easy to use. A global product strategy involves decisions about whether to offer a standardized version or an adapted version of a good or service.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

#### Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies

- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### **ESSENTIAL QUESTIONS**

- What is Global Product Planning?
- What are the steps to Develop and Research Products?
- What is involved in planning an International Product Strategy?

### **KNOWLEDGE AND SKILLS**

- Describe sources of product opportunities for international marketing.
- Identify categories of consumer products and the importance of product lines.
- Explain how services are marketed
- Discuss the steps in the new product development process and the phases in the marketing research process.
- Describe data collection methods used in international marketing research
- Describe branding and packaging techniques used by global business organizations.
- Explain actions involved in planning a global product strategy

## **STAGE TWO**

### **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## **STAGE THREE**

### **LEARNING PLAN**

- Checkpoint, pp. 433, 435, 436
- Review Global Business Terms, p. 437
- Review Global Business Concepts, p. 437
- Solve Global Business Problems, p. 437
- Think Critically, p. 437
- Make Academic Connections, p. 437
- Checkpoint, pp. 442, 444
- Review Global Business Terms, p. 445
- Review Global Business Concepts, p. 445
- Solve Global Business Problems, p. 445
- Think Critically, p. 445
- Make Academic Connections, p. 445
- Checkpoint, pp. 448, 449
- Review Global Business Terms, p. 451
- Review Global Business Concepts, p. 451
- Solve Global Business Problems, p. 451
- Think Critically, p. 451
- Make Academic Connections, p. 451

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 5 SUMMARY (Chapter 18)**

Businesses need to consider costs, consumer demand, and competition when setting prices for international markets. The common pricing methods used by businesses include markup pricing; new product pricing, which includes competitive pricing, skim pricing, and penetration pricing; psychological pricing; and discount pricing. Pricing factors that are unique to global markets include changing currency values and unfair actions, such as dumping.

Direct channels of distribution involve selling goods or services directly to the final user. Indirect channels of distribution involve the use of intermediaries; agents wholesalers, and retailers. Agents, wholesalers, and retailers are distribution channel members who provide services to move goods and services from the producer to the consumer. Global intermediaries include export management companies export trading companies, freight forwarders, and customs brokers.

Shipping requirements for international distribution require proper packaging and labeling along with necessary documents. These may include a bill of lading, certificate of origin, export declaration, destination control statement, and insurance certificate. The main transportation modes available to international distributors are motor carrier, railroad, waterway, pipeline, and air carrier.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions

- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

### 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

### 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

### 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.

- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### **ESSENTIAL QUESTIONS**

- What are the procedures for International Pricing Activities?
- What are Global Distribution Activities?
- What are the requirements for Moving Goods Around the World?

### **KNOWLEDGE AND SKILLS**

- Identify the factors that must be considered by businesses when setting prices
- Describe pricing methods used by businesses
- Discuss some pricing factors that are unique to global markets
- Contrast direct and indirect channels of distribution
- Describe the activities of agents, wholesalers, and retailers
- Explain the role played by global intermediaries
- Summarize the shipping requirements for international distribution
- Compare transportation modes available to international distributors

## **STAGE TWO**

### **PERFORMANCE TASKS**

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections



- Quizzes
- End of Chapter Test

#### **OTHER EVIDENCE**

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

### **STAGE THREE**

#### **LEARNING PLAN**

- Checkpoint, pp. 459, 462, 463
- Review Global Business Terms, p. 464
- Review Global Business Concepts, p. 464
- Solve Global Business Problems, p. 464
- Think Critically, p. 464
- Make Academic Connections, p. 464
- Checkpoint, pp. 466, 470
- Review Global Business Terms, p. 471
- Review Global Business Concepts, p. 471
- Solve Global Business Problems, p. 471
- Think Critically, p. 471
- Checkpoint, pp. 473, 475
- Review Global Business Terms, p. 477
- Review Global Business Concepts, p. 477
- Solve Global Business Problems, p. 477
- Think Critically, p. 477
- Make Academic Connections, p. 477

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 5 SUMMARY (Chapter 19)**

The elements of the communication process include the source, encoding, a message, a medium, decoding, and audience noise, and feedback. The elements of the promotional mix are advertising, personal selling, publicity, and sales promotion.

Planning advertising for global markets involves analyzing the target market, creating a message, selecting media, and executing and evaluating. Many companies use advertising agencies because they have experience in promoting different kinds of products and services in different markets. Advertising agencies usually have four divisions: research, creative, media, and account services.

The personal selling process for international business involves identifying potential customers, preparing and making the sales presentation, obtaining feedback, closing the sale, and providing customer services. Public relations involves communicating a favorable public image with the use of press releases, newsletters, and sponsorship of events. Sales promotion by multinational companies may involve coupons, premiums, contests and sweepstakes, point-of-purchase promotions, and speciality advertising.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

### **ESSENTIAL QUESTIONS**

- What is Global Communication and Promotion?
- What is involved in Planning Global Advertising?
- How is Global Selling and Sales Promotions conducted?

### **KNOWLEDGE AND SKILLS**

- Diagram the elements of the communication process.
- Describe the elements of the promotional mix
- Explain the activities involved in planning advertising for global markets.
- Explain the advantages of using an advertising agency
- Summarize the personal selling process used in international business.
- Discuss the use of public relations and sales promotion by multinational companies

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 485, 487
- Review Global Business Terms, p. 489
- Review Global Business Concepts, p. 489
- Solve Global Business Problems, p. 489
- Think Critically, p. 489
- Make Academic Connections, p. 489
- Checkpoint, pp. 494
- Review Global Business Terms, p. 495
- Review Global Business Concepts, p. 495
- Solve Global Business Problems, p. 495
- Think Critically, p. 495
- Make Academic Connections, p. 495
- Checkpoint, pp. 499, 500
- Review Global Business Terms, p. 501
- Review Global Business Concepts, p. 501
- Solve Global Business Problems, p. 501
- Think Critically, p. 501
- Make Academic Connections, p. 501

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 6 SUMMARY (Chapter 20)**

The main participants in the global financial system are individuals, businesses, governments, and non-government organizations (NGOs). The flow of funds for international businesses involves sources of funds (based on equity and debt) and uses of funds (for current expenses and long-term costs).

Deposit-type financial institutions include commercial banks, savings and loan associations, and credit unions. Other types of financial institutions include mutual funds, and life insurance companies.

Banking activities in various geographic regions are affected by economic conditions, cultural factors, and technology. A central bank is designed to maintain a stable money supply, manage receipts and payments for government agencies, and provide loans. Development banks in less-developed countries exist to reduce poverty and expand economic activity.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

#### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management
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- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
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- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
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- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
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- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.

- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- How are Global Business Operations Financed?
- Describe Global Financial Institutions?
- Explain the role of Global Banking Activities?

### KNOWLEDGE AND SKILLS

- Identify the participants in a global financial system
- Describe the flow of funds for international businesses
- Identify deposit-type financial institutions
- Describe the services of other types of financial institutions
- Explain the role of banking for different geographic regions
- Identify the purpose of a central bank
- Describe the activities of a development bank

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 515, 517
- Review Global Business Terms, p. 518
- Review Global Business Concepts, p. 518

- Solve Global Business Problems, p. 518
- Think Critically, p. 518
- Make Academic Connections, p. 518
- Checkpoint, pp. 521, 522
- Review Global Business Terms, p. 523
- Review Global Business Concepts, p. 523
- Solve Global Business Problems, p. 523
- Think Critically, p. 523
- Make Academic Connections, p. 523
- Checkpoint, pp. 525, 526, 527
- Review Global Business Terms, p. 529
- Review Global Business Concepts, p. 529
- Solve Global Business Problems, p. 529
- Think Critically, p. 529
- Make Academic Connections, p. 529

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 6 SUMMARY (Chapter 21)**

The activities of global stock markets include providing a location or computer system for the buying and selling of shares of ownership in corporations. The New York Stock Exchange is the largest of the more than 130 exchanges around the world. Stock market transactions involve negotiations between broker representatives or online negotiations to agree on a price settlement between the buyer and the seller of a stock. Stock prices are affected by demand based on a company's expected current and future profitability. Economic conditions, the political situation, and social concerns can also affect demand for a stock.

A corporate bond is a debt certificate issued by a multinational company or another corporate enterprise. Investors earn interest on bonds. Government bonds are issued by the U.S. federal government, state and local governments, and foreign governments. The over-the-counter (OTC) market is a network of stockbrokers who buy and sell stocks of companies not listed on a stock exchange. The foreign exchange market involves the buying and selling of currencies needed to pay for goods and services bought from companies in other countries. The future market allows investors and others to buy or sell contracts on the future prices of commodities, metals, and financial instruments.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

Career Ready Practices:

- CRP1. Act as a responsible and contributing citizen and employee
- CRP5. Consider the environmental, social and economic impacts of decisions
- CRP6. Demonstrate creativity and innovation
- CRP7. Employ valid and reliable research strategies
- CRP8. Utilize critical thinking to make sense of problems and persevere in solving them
- CRP9. Model integrity, ethical leadership and effective management



- CRP10. Plan education and career paths aligned to personal goals
- CRP11. Use technology to enhance productivity
- CRP12. Work productively in teams while using cultural global competence

## 9.1 Personal Financial Literacy

- 9.1.12.A.5: Analyze how the economic, social, and political conditions of a time period can affect the labor market.
- 9.1.12.A.6: Summarize the financial risks and benefits of entrepreneurship as a career choice.
- 9.1.12.A.8: Analyze different forms of currency and how currency is used to exchange goods and services.
- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What is a Global Stock Market?
- What are Bond Markets and Other Financial Markets?
- What are Global Investment?

### KNOWLEDGE AND SKILLS

- Describe how and where stocks are bought and sold
- Explain factors that affect stock prices
- Identify major sources of stock market information
- Explain how investors earn money from corporate bonds
- Identify different types of government bonds
- Describe the role of other global financial markets
- Describe the two major goals of investors
- Analyze international investment opportunities
- Identify major sources of investment information

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 537, 538, 539
- Review Global Business Terms, p. 540
- Review Global Business Concepts, p. 540
- Solve Global Business Problems, p. 540
- Think Critically, p. 540
- Make Academic Connections, p. 540
- Checkpoint, pp. 542, 543, 544
- Review Global Business Terms, p. 546
- Review Global Business Concepts, p. 546
- Solve Global Business Problems, p. 546
- Think Critically, p. 546
- Make Academic Connections, p. 546
- Checkpoint, pp. 548, 549, 550
- Review Global Business Terms, p. 551
- Review Global Business Concepts, p. 551
- Solve Global Business Problems, p. 551
- Think Critically, p. 551
- Make Academic Connections, p. 551

**Unit Name: Unit 1 The World of Int'l Business**

**Time Frame:**

**Author: Business Department**

## **UNIT**

**Subject: International Business Country: USA**

**Course/Grade: 12**

**State/Group: NJ**

**School: Egg Harbor Township HS**

### **UNIT 6 SUMMARY (Chapter 22)**

Companies involved in international business commonly face political, social, and economic risks. The risk management process involves (1) identifying potential risks, (2) evaluating risks, (3) selecting a risk management method, and (4) implementing the risk management program.

The basic elements of insurance coverage involve (1) an insurable interest, something of value and (2) an insurable risk, and event common to many people that is definite, not excessive in magnitude, not trivial, and able to be calculated. The elements of an insurance policy include the declaration, the insuring agreement, the conditions, the exclusions, and any endorsements.

The major types of insurance for international business are marine insurance, property insurance, the Overseas Private Investment Corporation coverage, and credit risk insurance. Strategies that multinational companies use to reduce risk include conducting business in many countries, diversifying product offerings, involving local ownership, and employing local management.

### **UNIT RESOURCES**

- Text: International Business, 4<sup>th</sup> edition

### **Internet Resource Links:**

- [www.cengage.com/school/genbus/intlbiz](http://www.cengage.com/school/genbus/intlbiz)

## **STAGE ONE**

### **GOALS AND STANDARDS**

International Business – Curriculum Standards

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- CRP9. Model integrity, ethical leadership and effective management

- CRP10. Plan education and career paths aligned to personal goals
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- 9.1.12.A.9: Analyze how personal and cultural values impact spending and other financial decisions.
- 9.1.12.A.13: Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
- 9.1.12.D.12: Compare and contrast the past and present role of government in the financial industry and in the regulation of financial markets.
- 9.1.12.D.13: Determine the impact of various market events on stock market prices and on other savings and investments
- 9.1.12.E.4: Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
- 9.1.12.E.5: Evaluate business practices and their impact on individuals, families, and societies.

## 9.2 Career Awareness, Exploration, And Preparation:

- 9.2.12.C.1: Review career goals and determine steps necessary for attainment
- 9.2.12.C.4: Analyze how economic conditions and societal changes influence employment trends and future education.
- 9.2.12.C.6: Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

## 9.3 – Career & Technical Education (CTE) Content Area: 21st Century Life and Careers:

- 9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.
- 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.
- 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.
- 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.
- 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.
- 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results
- 9.3.12.BM-ADM.1 Plan, staff, lead and organize human resources to enhance employee productivity and satisfaction.
- 9.3.12.BM-ADM.2 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-ADM.3 Plan, monitor and manage day-to-day business activities.
- 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
- 9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.
- 9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.3 Apply economic concepts fundamental to global business operations.
- 9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.
- 9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

- 9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
- 9.3.12.BM-MGT.7 Plan, organize and manage an organization/department to achieve business goals.
- 9.3.12.BM-MGT.8 Create strategic plans used to manage business growth, profit and goals
- 9.3.12.BM-OP.1 Describe and follow laws and regulations affecting business operations and transactions.
- 9.3.12.BM-OP.2 Develop and maintain positive customer relationships.

#### 2014 New Jersey Core Curriculum Content Standards - Technology

- 8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.

### ESSENTIAL QUESTIONS

- What is Global Risk Management?
- What is International Insurance?
- How is Global Risk Reduced?

### KNOWLEDGE AND SKILLS

- Describe the types of risks related to international business activities
- Discuss the risk management process
- Explain the basic elements of insurance coverage
- Describe elements of an insurance policy
- Identify the major types of insurance coverages for international business activities.
- Describe strategies that multinational companies use to reduce risk

## STAGE TWO

### PERFORMANCE TASKS

- Checkpoints
- Review Terms
- Review Concepts
- Solve Global Business Problems
- Think Critically
- Make Academic Connections
- Quizzes
- End of Chapter Test

### OTHER EVIDENCE

- Classroom discussion and participation
- Teacher observation of classroom assignments/activities

## STAGE THREE

### LEARNING PLAN

- Checkpoint, pp. 560, 561
- Review Global Business Terms, p. 562

- Review Global Business Concepts, p. 562
- Solve Global Business Problems, p. 562
- Think Critically, p. 562
- Make Academic Connections, p. 562
- Checkpoint, pp. 564, 565
- Review Global Business Terms, p. 567
- Review Global Business Concepts, p. 567
- Solve Global Business Problems, p. 567
- Think Critically, p. 567
- Make Academic Connections, p. 567
- Checkpoint, pp. 571, 572
- Review Global Business Terms, p. 573
- Review Global Business Concepts, p. 573
- Solve Global Business Problems, p. 573
- Think Critically, p. 573
- Make Academic Connections, p. 573