

**Business and Finance Technology Education Frameworks**  
International Business

<b>Content Standard 1 – Foundations of International Business</b>			
<b>Explain the role of international business and how it impacts business at the local, state, national and international levels.</b>			
<b>The student will be able to:</b>	<b>Beginning</b>	<b>Intermediate</b>	<b>Advanced</b>
<p><b>Strand 1</b></p> <p>Explain the role and impact of international business.</p>	<p><b>Learner Expectation</b></p> <p>Demonstrate an awareness of the global community.</p> <p>*Explain the difference between an international and domestic company.</p>	<p><b>Learner Expectation</b></p> <p>Explain the role of international business at the local, state and national levels.</p>	<p><b>Learner Expectation</b></p> <p>Interpret the impact of emerging economies and political changes on international operations, markets, commodity supplies and unemployment rates.</p> <p>Explain the different ways that companies use to enter foreign markets.</p>
<p><b>Strand 2</b></p> <p>Geography</p>	<p><b>Learner Expectation</b></p> <p>Research basic information on countries in each region and locate the countries on a map.</p>	<p><b>Learner Expectation</b></p> <p>Locate the major trade regions of the world.</p>	<p><b>Learner Expectation</b></p> <p>Describe resources related to international business functions (ports, trade routes, foreign trade zones, natural, human, etc.).</p>
<p><b>Strand 3</b></p> <p>Career Opportunities</p>	<p><b>Learner Expectation</b></p> <p>Identify careers that are available in international business.</p>	<p><b>Learner Expectation</b></p> <p>Research a career and list skills and qualifications for a selected international business career path.</p>	<p><b>Learner Expectation</b></p> <p>Differentiate between needed career skills for positions with varying levels of involvement in international business activities.</p>
<p><b>Strand 4</b></p> <p>Travel</p>	<p><b>Learner Expectation</b></p> <p>Describe the use and purpose of a passport and visa.</p>	<p><b>Learner Expectation</b></p> <p>Explain factors affecting an international business trip.</p>	<p><b>Learner Expectation</b></p> <p>Assess risks associated with international business travel.</p>

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#### Content Standard 2 – Global Business Environment

**Describe the interrelatedness of the social, cultural, political, legal and economic factors that shape and impact the global business environment.**

The student will be able to:	Beginning	Intermediate	Advanced
<b>Strand 1</b>  Social and cultural factors.	<b>Learner Expectation</b>  *Identify distinctive social and cultural factors that affect business activities (time, workday, workweek, schedules and holidays).  *Identify cultural differences in dress, gestures and social behavior throughout the world.	<b>Learner Expectation</b>  Compare the business protocol of various countries.  Analyze how the social, cultural and educational environments of a given country might impact a company beginning to do business in that country.  Identify resources and tools that can assist in facilitating effective communication.	<b>Learner Expectation</b>  Evaluate the opportunities and threats that world events have on business decision making.  Evaluate how the political environment of a given country impact international business.  Analyze the interrelationship between trade organizations and political environments.
<b>Strand 2</b>  Political and Legal Environment	<b>Learner Expectation</b>  *Identify and differentiate between types of government.	<b>Learner Expectation</b>  Describe how trade barriers and incentives affect choice of location for companies operating internationally.  *Analyze the impact of political environments on international business.	<b>Learner Expectation</b>  Analyze the major legal aspects and ramification of international relations across national boundaries.
<b>Strand 3</b>  Economics	<b>Learner Expectation</b>  Define economic terms such as inflation, foreign debt, GDP, PPP, interest rates and cost of living.	<b>Learner Expectation</b>  Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly and oligopoly.  Identify how various economic systems influence what is produced, how it is produced and for whom it is produced.	<b>Learner Expectation</b>  Analyze the economic impact of contributions that global businesses have made to the countries in which they are doing business.

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<b>Content Standard 3 – International Trade</b>			
<b>Relate trade concepts, management and marketing theories to the import/export process.</b>			
<b>The student will be able to:</b>	<b>Beginning</b>	<b>Intermediate</b>	<b>Advanced</b>
<b>Strand 1</b>  Importing and Exporting	<b>Learner Expectation</b>  Define import, export and trade.  List examples of importing and exporting.	<b>Learner Expectation</b>  List the steps in the importing and exporting process	<b>Learner Expectation</b>  Assess the ability of a company to pursue import/export opportunities.
<b>Strand 2</b>  Trade Barrier, Incentive and Agreements		<b>Learner Expectation</b>  *Identify reasons why countries trade with each other.  *Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements and exchange rate controls) and offer trade incentives.	<b>Learner Expectation</b>  Illustrate the effects of trade barriers and/or trade incentives on the company, product category and economies involved in the transaction.

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<b>Content Standard 3 – Communication</b>			
<b>Apply communication strategies necessary and appropriate for effective and mutually-beneficial international business relations.</b>			
<b>The student will be able to:</b>	<b>Beginning</b>	<b>Intermediate</b>	<b>Advanced</b>
<b>Strand 1</b>  Oral and Written Communication	<b>Learner Expectation</b>  *Demonstrate awareness, appreciation and respect for different languages and cultures.  *Recognize appropriate etiquette in communication in a multicultural environment.	<b>Learner Expectation</b>  Discuss complications resulting from speaking, writing or interpreting a language incorrectly.  Compare the use of and information provided on business cards throughout the world.  Explain the usage of names, title and ranks in different cultures and countries.	<b>Learner Expectation</b>  Discuss the increased use of virtual teaming and communications prompting the need for intercultural sensitivity and understanding.
<b>Strand 2</b>  Non-verbal Communication	<b>Learner Expectation</b>  Identify cultural difference in dress, gestures and social behaviors throughout the world.	<b>Learner Expectation</b>  Compare cultural attitudes about use of time, silence, space, gestures, body language and body and eye contact to successful international business relationships.	<b>Learner Expectation</b>  Identify examples of nonverbal communications affecting international business relationships and negotiations.
<b>Strand 3</b>  Negotiations		<b>Learner Expectation</b>  Describe how people from various cultures approach (and the processes involved) business negotiations.	<b>Learner Expectation</b>  Practice effective and appropriate negotiation tactics within given cultural settings.

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<b>Content Standard 4 - Financial Analysis</b>			
<b>Explain the concepts, role and importance of international finance and risk management.</b>			
<b>The student will be able to:</b>	<b>Beginning</b>	<b>Intermediate</b>	<b>Advanced</b>
Explain the concepts, role and importance of international finance and risk management.	<p><b>Learner Expectation</b></p> <p>Discuss the challenges of using different measurement systems.</p> <p>*Define basic terms such as currency, currency exchange and barter and explain how currency exchange rates affect business transactions.</p>	<p><b>Learner Expectation</b></p> <p>*Describe how the international business environment affects currency value and prices charged in international markets.</p> <p>Describe the international monetary system including the International Monetary Fund and the World Bank.</p>	<p><b>Learner Expectation</b></p> <p>Design and compare pricing strategies for products sold domestically and internationally.</p> <p>Identify international financial strategies and explain how fluctuating currency and interest rates affect international trade.</p> <p>Analyze the role of international banks and how they facilitate international business.</p>