

CARLSTADT-EAST RUTHERFORD REGIONAL HIGH SCHOOL DISTRICT  
CONTENT: CAREER AND TECHNOLOGY EDUCATION DEPARTMENT  
INTERNATIONAL BUSINESS

International Business Curriculum Guide

**Pacing Guide:**

**International Business is a half year course that meets on a rotating basis for three (3) 55-minute blocks and one (1) 40-minute block for every five (5) day cycle.**

Chapter 1 What is International Business? (1.5 weeks-assessment)  
Chapter 2 Cultural and Social Influences (1.5 weeks-assessment)  
Chapter 3 International Communications ( 2 weeks-assessment)  
Chapter 4 Importing, Exporting, and International Trade (2 weeks-assessment)  
Chapter 5 Government and Legal Influences (1 week-assessment)  
Chapter 6 Economic and Geographic Influences (1.5 weeks-assessment)  
Chapter 7 Currency and Risk Management (1.5 weeks-assessment)  
Chapter 8 Business Ownership and Entrepreneurship (2 weeks-assessment)  
Chapter 9 Organizational Management and Strategy (1 week-assessment)  
Chapter 10 Production and Quality Control (2 weeks-assessment)  
Chapter 11 Marketing and Promotion (2 weeks-assessment)  
Chapter 12 Products, Pricing, and Distribution (2 weeks-assessment)  
Chapter 13 Accounting and Financing Practices (1 week-assessment)

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<p><b>21st Century Skills Standards:</b></p> <p>Career Ready Practices</p>	<p>CRP1-Act as a responsible contributing citizen and employee          CRP2-Apply appropriate academic and technical skills          CRP3-Attend to personal health and financial well being          CRP4-Community clearly and effectively and with reason          CPR5-Consider the environment, social and economic impacts of decisions          CPR6-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 advance productivity          CRP12-Work productivity in teams while using cultural global competence</p>
<p><b>Technology Standards:</b></p> <p>8.1 Educational Technology</p>	<p>Use technology when researching for and completing projects and activities.</p> <p>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.          8.1.12.A.2 -Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.          8.1.12.A.3-Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue          8.1.12.A.4-Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p>

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**Differentiation/Accommodations/Modifications**

Note: Each district should review the various strategies noted below and determine which are applicable for their population within varied grade levels and languages and make edits where needed.

Gifted and Talented	English Language Learners	Students with Disabilities	Students at Risk of School Failure
<p><i>(content, process, product and learning environment)</i>  <b>Extension Activities</b></p> <ul style="list-style-type: none"> <li>● Open forums and debates in the classroom regarding controversial issues</li> <li>● Competitive and collaborative projects</li> <li>● Independent Projects requiring research skills for assessing information</li> </ul>	<p><b>Modifications for Classroom</b></p> <ul style="list-style-type: none"> <li>● In-Class-Support</li> <li>● Graphic Organizers</li> <li>● Note-taking guides</li> <li>● Clarify assignments, directions and instructions</li> <li>● Highlight key vocabulary</li> </ul> <p><b>Modifications for Assignments</b></p> <ul style="list-style-type: none"> <li>● Internet bilingual dictionaries during class and during assignments</li> <li>● Extended time for all assessments</li> <li>● Use of graphic organizer</li> <li>● Simplification of requirements</li> <li>● Access to teacher power points and notes</li> <li>● Collaboration between ESL and mainstream classroom teachers</li> </ul>	<p><i>(appropriate accommodations, instructional adaptations, and/or modifications as determined by the IEP or 504 team)</i></p> <p><b>Modifications for Classroom</b></p> <ul style="list-style-type: none"> <li>● In-Class-Support</li> <li>● Graphic Organizers</li> <li>● Provide Study Guides</li> <li>● Extended time on assessments</li> <li>● Analogies</li> <li>● Note-taking guides</li> <li>● Establish Timelines</li> <li>● Clarify Assignments, directions and instructions</li> <li>● Chapter/lecture notes</li> <li>● Parent/teacher communication</li> <li>● Assistive technology</li> <li>● Check students independent work</li> <li>● Assist students with steps to complete assignments</li> </ul>	<p><b>Modifications for Classroom</b>  <b>Pair visual prompts with verbal presentations</b></p> <p><b>Modifications for Classroom:</b></p> <ul style="list-style-type: none"> <li>● Intervention and Referral Team (I&amp;RS) in-house strategies</li> <li>● Extra textbooks at home</li> <li>● Extended time for assignments</li> <li>● Modify assignments</li> <li>● Assign peer helper in class</li> <li>● Parent/Teacher communication</li> <li>● Provide a copy of class notes</li> <li>● Verbal reminders</li> <li>● Check student independent work</li> <li>● Assist student with planning of assignments</li> </ul> <p><b>Modifications for Assignments/Homework</b></p> <ul style="list-style-type: none"> <li>● Extended time for assignments</li> <li>● Simplify assignments into smaller units or phases</li> <li>● Provide student with clear expectations and grading criteria</li> </ul>

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	<p><b>Modifications for Homework</b></p> <ul style="list-style-type: none"> <li>● Extended time to complete assignments</li> <li>● Modified homework assignments</li> <li>● Provide students with clear expectations</li> </ul> <p><b>Modifications for Assessments:</b></p> <ul style="list-style-type: none"> <li>● Extended time for tests and quizzes</li> <li>● Restate and clarify directions and questions</li> <li>● Provide study guides</li> </ul> <p><b>Resources</b> WIDA Standards</p> <ul style="list-style-type: none"> <li>● Standard 1: Social and Instructional Language</li> <li>● Standard 2: The language of Language Arts</li> <li>● Standard 3: The language of Mathematics</li> <li>● Standard 4: The language of Science</li> <li>● Standard 5: The language of Social Studies</li> </ul>	<p><b>Modifications for Assignments/Homework</b></p> <ul style="list-style-type: none"> <li>● Extended time for assignments</li> <li>● Simplify assignments into smaller units or phases</li> <li>● Provide student with clear expectations and grading criteria</li> </ul> <p><b>Modifications for Assessments:</b></p> <ul style="list-style-type: none"> <li>● Extended time for tests and quizzes</li> <li>● Restate and clarify directions and questions</li> <li>● Provide study guides</li> <li>● Establish procedures for accommodations/modifications for assessments</li> </ul>	<p><b>Modifications for Assessments:</b></p> <ul style="list-style-type: none"> <li>● Extended time for tests and quizzes</li> <li>● Restate and clarify directions and questions</li> <li>● Provide study guides</li> </ul>
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<b>CONTENT: UNIT 1</b>			
<b>Theme:</b> The World of International Business			
<b>Essential Questions:</b> What is international business? How does culture affect international business? What is the importance of communication in international business?			
<p><b>Content:</b> <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> <li>• The historical origins of international commerce</li> <li>• Issues that affect ethics in international business</li> <li>• How social institutions can help people adapt to a new culture</li> <li>• Ways to overcome stereotyping and cultural bias</li> <li>• The challenges of communicating in a world language</li> <li>• How culture affects nonverbal communication</li> </ul>	<p><b>Skills:</b> <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> <li>• Identify the major factors that influence international trade</li> <li>• Explain levels of participation in international trade</li> <li>• Describe settings in which international business affect people</li> <li>• Describe the elements of cultures and subcultures</li> <li>• Describe verbal communication strategies and forms of nonverbal communication</li> <li>• Identify methods of overcoming communication problems and developing effective messages</li> </ul>	<p><b>Assessments:</b> <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> <li>• Classroom Assignments and Activities</li> <li>• Independent Practice</li> <li>• Quizzes/Tests</li> <li>• Projects</li> <li>• Benchmark Assessments</li> <li>• Final Exam</li> </ul>	<p><b>Standards (NJSLs):</b></p> <p>8.1.12.A.1-4</p> <p><b>Math</b>          NJSLs.Math.HSA.CED.A.1-4</p> <p><b>Writing</b>          NJSLs.ELA-LIT.W.11-12.2</p> <p>Career Ready Practices          CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
			<p><b>Pacing Chart/Time Frame:</b>          5 weeks-assessment</p>
			<p><b>Materials:</b>          Textbook          Demonstrations          Classwork exercises/worksheets          Computer software applications          Internet research and activities          Guest speakers</p>

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<b>CONTENT: UNIT 2</b>			
<b>Theme:</b> The International Trade Environment			
<b>Essential Questions:</b> What is international trade? What influences do governments have on trade? What influences do the economy and geography have on trade? What role does currency play in international trade?			
<p><b>Content:</b> <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> <li>• The difference between goods and services</li> <li>• Why companies and countries trade</li> <li>• The importance of having balance of trade</li> <li>• Types of governments and their influence on international trade</li> <li>• Types of economic systems</li> <li>• The effects of location, time, and proximity</li> <li>• The uses of money, currencies, and currency exchange rates</li> <li>• Ways to reduce risk in international business</li> </ul>	<p><b>Skills:</b> <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> <li>• Describe the process of importing and exporting</li> <li>• Describe the roles played by international trade organizations</li> <li>• Describe the different forms of legal systems</li> <li>• Identify the impact of laws and regulations on international business</li> <li>• Explain ways to settle differences in trade relationships</li> <li>• Explain how natural, human, and capital resources affect a nation's ability to trade</li> <li>• Explain the stages of economic development and their effects on trade</li> <li>• Differentiate between an absolute and comparative advantage</li> <li>• Identify geographical features and advantages</li> <li>• Explain how a fluctuating currency exchange rate affects trade</li> <li>• Describe methods used to manage currency exchange issues</li> <li>• Identify types of commercial risks in trade</li> </ul>	<p><b>Assessments:</b> <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> <li>• Classroom Assignments and Activities</li> <li>• Independent Practice</li> <li>• Quizzes/Tests</li> <li>• Projects</li> <li>• Benchmark Assessments</li> <li>• Final Exam</li> </ul>	<p><b>Standards (NJSLs):</b></p> <p>8.1.12.A.1-4</p> <p><b>Math</b>          NJSLs.Math.HSA.CED.A.1-4</p> <p><b>Writing</b>          NJSLs.ELA-LIT.W.11-12.2</p> <p>Career Ready Practices          CRP 1,2,3,4,5,6,7,8,9,10,11,12</p>
<b>Pacing Chart/Time Frame:</b> 5 weeks-assessment			
<b>Materials:</b> Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers			

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<b>CONTENT: UNIT 3</b>						
<b>Theme:</b> International Management						
<b>Essential Questions:</b> When are certain types of business ownerships most effective? What is entrepreneurship? What role does organizational management and strategy play in international trade? How does production and quality control affect international trade?						
<b>Content:</b> <i>(As a result of this learning segment, students will know...)</i>  <ul style="list-style-type: none"> <li>• The main types of business ownership</li> <li>• The nature of entrepreneurship</li> <li>• How to implement an entrepreneurial operation in another country</li> <li>• The planning and strategic management process</li> <li>• How control procedures benefit a company</li> <li>• The importance of quality and value in production systems</li> </ul>	<b>Skills:</b> <i>(As a result of this learning segment, students will be able to...)</i>  <ul style="list-style-type: none"> <li>• Differentiate between a company from a single country and multinational corporation</li> <li>• Describe the modes of entry for selling goods and services abroad</li> <li>• Describe the job of a manager at each level in a company</li> <li>• Represent a company’s structure in an organizational chart</li> <li>• Explain how the processes of leadership and influence affect business organizations</li> <li>• Explain how businesses choose which goods and services to make and export</li> <li>• Identify the elements of a quality production system</li> <li>• Describe the latest programs in quality control</li> </ul>	<b>Assessments:</b> <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i>  <ul style="list-style-type: none"> <li>• Classroom Assignments and Activities</li> <li>• Independent Practice</li> <li>• Quizzes/Tests</li> <li>• Projects</li> <li>• Benchmark Assessments</li> <li>• Final Exam</li> </ul>	<b>Standards (NJSLs):</b>  8.1.12.A.1-4  <b>Math</b> NJSLs.Math.HSA.CED.A.1-4  <b>Writing</b> NJSLs.ELA-LIT.W.11-12.2  Career Ready Practices CRP 1,2,3,4,5,6,7,8,9,10,11,12			
						<b>Pacing Chart/Time Frame:</b> 5 weeks-assessment
						<b>Materials:</b> Textbook Demonstrations Classwork exercises/worksheets Computer software applications Internet research and activities Guest speakers

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<b>CONTENT: UNIT 4</b>			
<b>Theme:</b> International Marketing and Finance			
<b>Essential Questions:</b> What role does marketing and promotion play in international trade? What role does pricing and distribution play in international trade? How do accounting and financing practices differ in international trade?			
<p><b>Content:</b> <i>(As a result of this learning segment, students will know...)</i></p> <ul style="list-style-type: none"> <li>• The marketing mix and promotional mix</li> <li>• Successful methods of developing products in the marketplace</li> <li>• Channels of distribution</li> <li>• Financial laws and accounting standards</li> <li>• The four Cs of the negotiation process</li> <li>• The primary sources of capital</li> </ul>	<p><b>Skills:</b> <i>(As a result of this learning segment, students will be able to...)</i></p> <ul style="list-style-type: none"> <li>• Identify the characteristics of consumer, organizational, and governmental markets</li> <li>• Identify public relations activities for an international promotional mix</li> <li>• Explain the process of setting prices to recover costs, meet demand, and challenge competition</li> <li>• Compare methods of transportation to move goods to customers</li> <li>• Explain how to assess profits and assets using accounting documents</li> <li>• Identify ways in which currency exchanges and inflation rates affect accounting statements</li> <li>• Differentiate between common and preferred stock</li> <li>• Explain funding</li> </ul>	<p><b>Assessments:</b> <i>(The above Essential Questions will be assessed with the following formative and summative measures:)</i></p> <ul style="list-style-type: none"> <li>• Classroom Assignments and Activities</li> <li>• Independent Practice</li> <li>• Quizzes/Tests</li> <li>• Projects</li> <li>• Benchmark Assessments</li> <li>• Final Exam</li> </ul>	<p><b>Standards (NJSLs):</b></p> <p>8.1.12.A.1-4</p> <p><b>Math</b>        NJSLs.Math.HSA.CED.A.1-4</p> <p><b>Writing</b>        NJSLs.ELA-LITERACY.W.11-12.2</p> <p>Career Ready Practices        CRP 1,2,3,4,5,6,7,8,9,10,11,12</p> <hr/> <p><b>Pacing Chart/Time Frame:</b>        5 weeks-assessment</p> <hr/> <p><b>Materials:</b>        Textbook        Demonstrations        Classwork exercises/worksheets        Computer software applications        Internet research and activities</p>