

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Course Description

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.

International Business explores the environment, concepts, and basic differences in global business. The course follows four fundamental themes with an in-depth understanding of each. "The World of International Business" allows students to explore the origins of international commerce and cultural variations in different markets. "The International Trade Environment" gives students the opportunity to analyze and reflect on the advantages of international trade and the roles of governments. "International Management" puts students in the front seat to understand the roles of entrepreneurs and business managers in the global scheme. "International Marketing and Finance" allows students to strategize marketing plans with cultural barriers and analyze financial implications in global business practices. The course is designed to give students a well-rounded understanding of international commerce and its' cultural variations.

Course Overview and Pacing Guide

Unit	Topic	Time Frame
1	The World of International Business	5 Weeks
2	The International Trade Environment	5 Weeks
3	International Management	5 Weeks
4	International Marketing and Finance	5 Weeks

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Personal Financial Literacy (Standard 9.1)	
Core Idea	Performance Expectation
Philanthropic, charitable, and entrepreneurial organizations play distinctly different but vitally important roles in supporting the interests of local and global communities.	9.1.12.CFR.2: Summarize causes important to you and compare organizations you seek to support to other organizations with similar missions
There are different ways you can influence government policy to improve your financial situation.	9.1.12.EG.5: Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and achieving societal responsibilities.
There are agencies, laws, and resources to protect you as a consumer.	9.1.12.EG.6: Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
The potential for building and using personal wealth includes responsibility to the broader community and an understanding of the legal rights and responsibilities of being a good citizen.	9.1.12.CFR.4: Demonstrate an understanding of the interrelationships among attitudes, assumptions, and patterns of behavior regarding money, saving, investing, and work across cultures.
Money management requires an understanding of cash flow systems and business practices.	9.1.12.PB.6: Describe and calculate interest and fees that are applied to various forms of spending, debt, and saving.
Career Readiness, Life Literacies, and Key Skills (Standard 9.2)	
Core Idea	Performance Expectation
There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals.	9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible.
There are strategies to improve one's professional value and marketability.	9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
Laws govern the use of intellectual property and there are legal consequences to utilizing or sharing another's original works without permission or appropriate credit.	9.4.12.DC.2: Compare and contrast international differences in copyright laws and ethics.
Digital communities influence many aspects of society, especially the workforce. The increased connectivity between people in different cultures and different career fields have changed the nature, content, and responsibilities of many careers.	9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content, and responsibilities of careers, and other aspects of society
With a growth mindset, failure is an important part of success.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas
Collaboration with individuals with diverse experiences can aid in the problem-solving process, particularly for global issues where diverse solutions are needed.	9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice
Collaborative digital tools can be used to access, record, and share different viewpoints and to collect and tabulate the views of groups of people.	9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments. 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Computer Science (Standard 8.1)	
Core Idea	Performance Expectation
The design and use of computing technologies and artifacts can positively or negatively affect equitable access to information and opportunities.	8.1.12.IC.3: Predict the potential impacts and implications of emerging technologies on larger social, economic, and political structures, using evidence from credible sources.
Individuals select digital tools and design automated processes to collect, transform, generalize, simplify, and present large data sets in different ways to influence how other people interpret and understand the underlying information.	8.1.12.DA.1: Create interactive data visualizations using software tools to help others better understand real-world phenomena, including climate change.
Decisions to develop new technology are driven by societal and cultural opinions and demands that differ from culture to culture.	8.2.12.ITH.1: Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.
Changes caused by the introduction and use of a new technology can range from gradual to rapid and from subtle to obvious and can change over time. These changes may vary from society to society as a result of differences in a society's economy, politics, and culture.	8.2.12.ITH.2: Propose an innovation to meet future demands supported by an analysis of the potential costs, benefits, trade-offs, and risks related to the use of the innovation. 8.2.12.ITH.3: Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.
Interdisciplinary Connections	
MA.K-12.1-8: Integrate mathematical skills to calculate financial and accounting problems and scenarios.	

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Modifications, Accommodations, and Differentiation			
English Language Learners	IEP / 504	At Risk Students	Gifted and Talented
Scaffolding Word walls Sentence/paragraph frames Bilingual dictionaries/translation Think alouds Read alouds Highlight key vocabulary Annotation guides Think-pair- share Visual aides Modeling In-Class-Support Graphic Organizers Note-taking guides Clarify assignments, directions and instructions Extended time Collaboration between ESL and mainstream classroom teachers	Word walls Visual aides Graphic organizers Multimedia Leveled readers Assistive technology Notes/summaries Extended time Answer masking Answer eliminator Highlighter Color contrast In-Class-Support Provide Study Guides Establish Timelines Clarify Assignments, directions and instructions Parent/teacher communication Assist students with steps to complete assignments Provide student with clear expectations and grading criteria Establish procedures for accommodations /modifications for assessments	Teacher tutoring Peer tutoring Study guides Graphic organizers Extended time Parent communication Modified assignments Counseling Verbal reminders Check student independent work Assist student with planning of assignments Provide student with clear expectations and grading criteria Restate and clarify directions and questions	Challenge assignments Enrichment activities Independent research/inquiry Collaborative teamwork Higher level questioning Critical/Analytical thinking tasks Self-directed activities Open forums and debates in the classroom regarding controversial issues

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Unit Name	Unit 1 - The World of International Business	Time Frame - 5 Weeks
Instructional Materials and Resources	Textbook, Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research, Projects, and Activities	

Disciplinary Concept: The World of International Business

This unit allows students to explore the origins of international commerce and cultural variations in different markets.

Core Idea	Performance Expectation (Standard)
Philanthropic, charitable, and entrepreneurial organizations play distinctly different but vitally important roles in supporting the interests of local and global communities.	9.1.12.CFR.2: Summarize causes important to you and compare organizations you seek to support to other organizations with similar missions
There are different ways you can influence government policy to improve your financial situation.	9.1.12.EG.5: Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and responsibilities.
Digital communities influence many aspects of society, especially the workforce. The increased connectivity between people in different cultures and different career fields have changed the nature, content, and responsibilities of many careers.	9.4.12.DC.7: Evaluate the influence of digital communities on the nature, content, and responsibilities of careers, and other aspects of society
Decisions to develop new technology are driven by societal and cultural opinions and demands that differ from culture to culture.	8.2.12.ITH.1: Analyze a product to determine the impact that economic, political, social, and/or cultural factors have had on its design, including its design constraints.

Student Learning Objectives (Knowledge and Skills)	Suggested Tasks/Activities	Evidence of Learning (Assessments)
Identify the major factors that influence international trade	Chapter 1: What is International Business?	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain levels of participation in international trade	Chapter 1: What is International Business?	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe settings in which international business affects people	Chapter 2: Cultural and Social Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the elements of cultures and subcultures	Chapter 2: Cultural and Social Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe verbal communication strategies and forms of nonverbal communication	Chapter 3: International Communications	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify methods of overcoming communication problems and developing effective messages	Chapter 3: International Communications	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Unit Name	Unit 2 - The International Trade Environment	Time Frame - 5 Weeks
Instructional Materials and Resources	Textbook, Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research, Projects, and Activities	

Disciplinary Concept: The International Trade Environment

This unit gives students the opportunity to analyze and reflect on the advantages of international trade and the roles of governments

Core Idea	Performance Expectation (Standard)
There are different ways you can influence government policy to improve your financial situation.	9.1.12.EG.5: Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and achieving societal responsibilities.
Money management requires an understanding of cash flow systems and business practices.	9.1.12.PB.6: Describe and calculate interest and fees that are applied to various forms of spending, debt, and saving.
There are strategies to improve one's professional value and marketability.	9.2.12.CAP.3: Investigate how continuing education contributes to one's career and personal growth.
Changes caused by the introduction and use of a new technology can range from gradual to rapid and from subtle to obvious, and can change over time. These changes may vary from society to society as a result of differences in a society's economy, politics, and culture.	8.2.12.ITH.2: Propose an innovation to meet future demands supported by an analysis of the potential costs, benefits, trade-offs, and risks related to the use of the innovation. 8.2.12.ITH.3: Analyze the impact that globalization, social media, and access to open source technologies has had on innovation and on a society's economy, politics, and culture.

Student Learning Objectives (Knowledge and Skills)	Suggested Tasks/Activities	Evidence of Learning (Assessments)
Describe the process of importing and exporting	Chapter 4: Importing, Exporting, and International Trade	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the roles played by international trade organizations	Chapter 4: Importing, Exporting, and International Trade	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the different forms of legal systems	Chapter 5: Government and Legal Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify the impact of laws and regulations on international business	Chapter 5: Government and Legal Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain ways to settle differences in trade relationships	Chapter 5: Government and Legal Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Explain how natural, human, and capital resources affect a nation's ability to trade	Chapter 5: Government and Legal Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain the stages of economic development and their effects on trade	Chapter 6: Economic and Geographic Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Differentiate between an absolute and comparative advantage	Chapter 6: Economic and Geographic Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify geographical features and advantages	Chapter 6: Economic and Geographic Influences	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain how a fluctuating currency exchange rate affects trade	Chapter 7: Currency and Risk Management	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe methods used to manage currency exchange issues	Chapter 7: Currency and Risk Management	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify types of commercial risks in trade	Chapter 7: Currency and Risk Management	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Unit Name	Unit 3 - International Management	Time Frame - 5 Weeks
Instructional Materials and Resources	Textbook, Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research, Projects, and Activities	

Disciplinary Concept: International Management

This unit puts students in the front seat to understand the roles of entrepreneurs and business managers in the global business market.

Core Idea	Performance Expectation (Standard)
There are agencies, laws, and resources to protect you as a consumer.	9.1.12.EG.6: Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
The potential for building and using personal wealth includes responsibility to the broader community and an understanding of the legal rights and responsibilities of being a good citizen.	9.1.12.CFR.4: Demonstrate an understanding of the interrelationships among attitudes, assumptions, and patterns of behavior regarding money, saving, investing, and work across cultures.
Laws govern the use of intellectual property and there are legal consequences to utilizing or sharing another's original works without permission or appropriate credit.	9.4.12.DC.2: Compare and contrast international differences in copyright laws and ethics.
There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals.	9.2.12.CAP.22: Compare risk and reward potential and use the comparison to decide whether starting a business is feasible.
With a growth mindset, failure is an important part of success.	9.4.12.CI.1: Demonstrate the ability to reflect, analyze, and use creative skills and ideas
The design and use of computing technologies and artifacts can positively or negatively affect equitable access to information and opportunities.	8.1.12.IC.3: Predict the potential impacts and implications of emerging technologies on larger social, economic, and political structures, using evidence from credible sources.

Student Learning Objectives (Knowledge and Skills)	Suggested Tasks/Activities	Evidence of Learning (Assessments)
Differentiate between a company from a single country and multinational corporation	Chapter 8: Business Ownership and Entrepreneurship	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the modes of entry for selling goods and services abroad	Chapter 8: Business Ownership and Entrepreneurship	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the job of a manager at each level in a company	Chapter 8: Business Ownership and Entrepreneurship	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Represent a company's structure in an organizational chart	Chapter 9: Organizational Management and Strategy	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain how the processes of leadership and influence affect business organizations	Chapter 9: Organizational Management and Strategy	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain how businesses choose which goods and services to make and export	Chapter 10: Production and Quality Control	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify the elements of a quality production system	Chapter 10: Production and Quality Control	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Describe the latest programs in quality control	Chapter 10: Production and Quality Control	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Unit Name	Unit 4 - International Marketing and Finance	Time Frame - 5 Weeks
Instructional Materials and Resources	Textbook, Chromebooks, Video Tutorials/Demonstrations, Classwork Exercises, Software Applications, Internet Research, Projects, and Activities	

Disciplinary Concept: International Marketing and Finance

This unit allows students to strategize marketing plans with cultural barriers and analyze financial scenarios in global business practices.

Core Idea	Performance Expectation (Standard)
Money management requires an understanding of cash flow systems and business practices.	9.1.12.PB.6: Describe and calculate interest and fees that are applied to various forms of spending, debt, and saving.
Collaboration with individuals with diverse experiences can aid in the problem-solving process, particularly for global issues where diverse solutions are needed.	9.4.12.CT.1: Identify problem-solving strategies used in the development of an innovative product or practice
Collaborative digital tools can be used to access, record, and share different viewpoints and to collect and tabulate the views of groups of people.	9.4.12.TL.3: Analyze the effectiveness of the process and quality of collaborative environments. 9.4.12.TL.4: Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.
Individuals select digital tools and design automated processes to collect, transform, generalize, simplify, and present large data sets in different ways to influence how other people interpret and understand the underlying information.	8.1.12.DA.1: Create interactive data visualizations using software tools to help others better understand real-world phenomena, including climate change.

Student Learning Objectives (Knowledge and Skills)	Suggested Tasks/Activities	Evidence of Learning (Assessments)
Identify the characteristics of consumer, organizational, and governmental markets	Chapter 11: Marketing and Promotion	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify public relations activities for an international promotional mix	Chapter 11: Marketing and Promotion	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain the process of setting prices to recover costs, meet demand, and challenge competition	Chapter 12: Products, Pricing, and Distribution	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Compare methods of transportation to move goods to customers	Chapter 12: Products, Pricing, and Distribution	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Explain how to assess profits and assets using accounting documents	Chapter 13: Accounting and Financing Practices	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
Identify ways in which currency exchanges and inflation rates affect accounting statements	Chapter 13: Accounting and Financing Practices	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project

Carlstadt-East Rutherford Regional School District
Career and Technology Education Department
International Business Curriculum

Differentiate between common and preferred stock	Chapter 13: Accounting and Financing Practices	Classroom Assignments and Activities, Chapter Quiz, Chapter Test, Unit Test, Unit Project
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