

Moon Area School District Curriculum Map

Course: International Business

Grade Level: 9-12

Content Area: Business Education

Frequency: Semester Course

Big Ideas

1. The Challenging Context of International Business
2. International Trade and Investment
3. Sociocultural Forces
4. Sustainability and Natural Resources
5. Political Forces that Affect Global Trade
6. Intellectual Property Rights and Other Legal Forces
7. Economic and Socioeconomic Forces
8. The International Monetary System and Financial Forces
9. International Competitive Strategy
10. Organizational Design and Control
11. Global Leadership Issues and Practices
12. International Markets: Assessment and Entry Modes

Essential Questions

1. What is International Business and what is different about it?
2. Is internationalization of business a new trend and will it continue?
3. What is driving internationalization of business?
4. How does international trade work?
5. What is culture and why is it important?
6. When does culture matter?
7. What are the tools for measuring and reporting sustainability?
8. How does government stability and protection impact international business?
9. What are general legal concerns for global business?
10. What are the different levels of economic development?
11. How does the floating currency exchange rate work and impact global business?
12. What is international strategy and why is it necessary?
13. How does organizational design impact international companies?
14. What competencies are required for effective global leadership?
15. What methods are available for entering a foreign market?

Primary Resource(s) & Technology:

Microsoft Teams, Promethean Board, Student Laptops, Lab Desktops

Pennsylvania and/or focus standards referenced at:

Big Ideas/ EQs	Focus Standard(s)	Assessed Competencies (Key content and skills)	Timeline
1,1-3	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Show how international business differs from domestic business. • Describe the history and future of international business. • Discuss the dramatic internationalization of business. • Identify the kinds of drivers that are leading firms to internationalize their operations. • Compare the key arguments for and against the globalization of business. 	5-8 Days
2, 4	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe the magnitude of international trade and how it has grown. • Identify who participates in trade. • Distinguish among the theories that explain why certain goods are traded internationally. • Describe the size, growth, and direction of foreign direct investment. • Explain several of the theories of foreign direct investment. 	5-6 Days
3, 5-6	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe what culture is. • Identify the ways culture affects all business activity. • Describe how culture shows itself. • Describe four frameworks for analyzing culture. • Describe the global mindset and the MBI model. • Discuss cautions for using cultural frameworks in business. 	5-8 Days
4, 7	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe environmental sustainability and its potential influence on business. • Describe frameworks for sustainability. • Summarize ways to measure sustainability achievements. • Identify the characteristics of environmentally sustainable business. • Describe how the stakeholder model can help businesses achieve sustainability. • Describe how geographical features of a country or region contribute to natural capital. • Outline nonrenewable and renewable energy options available and their potential impacts on business. 	6 Days

5, 8	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe the goals of nationalizing and privatizing business. • Explain government protection and stability and their importance to business. • Describe the role of country risk assessment in international business. • Explain the political motivations for government intervention in trade and the major types of government trade restrictions. 	6-8 Days
6, 9-10	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe the three types of legal systems. • Describe the rule of law and its sources. • Discuss the general legal concerns in global business. • Identify methods to protect intellectual property. • Discuss the standardization of laws among nations. • Describe the impacts of the national-level legal forces in the areas of competition, trade, tort, ethics, and accounting. 	7-8 Days
7, 10	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Explain the purpose of economic analyses. • Compare different categories of countries, based on levels of national economic development. • Outline the dimensions used to describe the economy and their indicators. • Discuss the socioeconomic dimensions of economies and the indicators used to assess them 	5-6 Days
8,11	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Describe the international monetary system's history. • Describe today's floating currency exchange rate system, including the IMF currency arrangements. • Describe the factors that influence exchange rate movement. • Discuss financial forces governments can exert. • Explain the significance of the balance of payments to international business decisions. 	6-8 Days
9, 12	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Explain international strategy, competencies, and international competitive advantage. • Describe the global strategic planning process and its components. • Describe the features of a strategic plan. • Discuss the time horizon, organizational level, and different methods of strategic planning. • Outline new directions in strategic planning. 	5-6 Days

10, 13	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Explain why the design of organizational structure is important to international companies. • Identify the various organizational dimensions managers must consider when selecting organizational structures. • Explain how decision making is allocated between parent and wholly owned subsidiaries in an international company. • Discuss how an international company can maintain control of a joint venture or of a company of which it owns less than 50% of the voting stock. • List the types of information an international company's units around the world need to report to the parent company. 	5-7 Days
11, 14	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Discuss the importance of creating a company "global mind-set." • Describe what distinguishes the practice of global leadership from domestic leadership. • Identify the competencies required for effective global leadership. • Distinguish among the approaches for selecting and developing effective global leaders. • Describe global team leadership skills. • Identify some of the challenges of leading global change. 	5 Days
12, 15	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> • Review the steps of market screening and techniques for environmental analysis. • Discuss the value of trade missions and trade fairs. • Describe some of the problems market researchers encounter in foreign markets. • Explain international market-entry methods. 	4 Days