



## **International Business**

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### General Course Information

<b>Course Name:</b>	
Department: Business & Marketing	Grade Level(s): 10 - 12
Duration/Credits: 1 sem/ .5	Prerequisites: None
BOE Approval Date:	Course Code H5100
<b>Course Description:</b>	
Conducting business in a global environment requires knowledge of various cultures and business practices. The course introduces the student to business activities in the global setting with regards to management, marketing, economic and political/legal constructs. The course is designed to help students understand the nature of global variations in culture that affect businesses. Students enrolled in International Business are eligible to join a student business organization (FBLA).	
<b>Course Rationale:</b>	
Businesses have made globalization a central part of their strategies. Companies with a strong international presence are coming out ahead of the competition. Understanding what international business has to offer and keeping up with the latest trends is critical in today's global economy.	
<b>Course Objectives:</b>	
The student will research and describe the differences between domestic and international business operations and explain the elements of globalization. (A+ Research)	
The student will compare and contrast the influence of culture on business operations. (A+ Speaking & Listening)	
The student will read about various political and legal environments in which countries operate, and analyze how a given political environment affects business decision making. (A+ Reading)	
The student will define various economic environments in which countries operate, and analyze how a given economic environment affects business decision making.	
The student will develop components of an integrated marketing communications plan. (A+ Writing)	

<b>Standards Alignment:</b>
List standard set(s) to which course has been aligned

## Power Standards

List Standards -
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<b>Unit I:</b> unit name	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	I can . . .  Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Students will consider: Insert essential questions	Students will understand that:  Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit II:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit III:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit IV:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	



<b>Unit V:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit VI:</b>	<b>Duration:</b>
<b>Unit Description:</b>	
<b>Unit Standards</b>	<b>Key Learning Targets</b>
Insert unit standards	Insert learning targets
<b>Essential Questions</b>	<b>Enduring Understandings</b>
Insert essential questions	Insert enduring understandings
<b>Resources:</b>	
<b>Previous knowledge and skills needed:</b>	
<b>Key Unit Vocabulary:</b>	
<b>Additional Information:</b>	

<b>Unit VII:</b>			<b>Duration:</b>
<b>Unit Description:</b>			
<b>Unit Standards</b>			<b>Key Learning Targets</b>
Insert unit standards			Insert learning targets
<b>Essential Questions</b>			<b>Enduring Understandings</b>
Insert essential questions			Insert enduring understandings
<b>Resources:</b>			
<b>Previous knowledge and skills needed:</b>			
<b>Key Unit Vocabulary:</b>			
<b>Additional Information:</b>			

<b>Unit VIII:</b>			<b>Duration:</b>
<b>Unit Description:</b>			
<b>Unit Standards</b>			<b>Key Learning Targets</b>
Insert unit standards			Insert learning targets
<b>Essential Questions</b>			<b>Enduring Understandings</b>
Insert essential questions			Insert enduring understandings
<b>Resources:</b>			
<b>Previous knowledge and skills needed:</b>			
<b>Key Unit Vocabulary:</b>			
<b>Additional Information:</b>			

Adapt communication to the cultural and social differences among clients (CS)