

Global Business

Scope and Sequence

Endorsement: Business & Industry**Cluster:** Business, Marketing, & Finance**Meets advanced course requirement?** NO ▾**Program of Study:** Business Management**Meets foundation requirement for math, science, fine arts, English, LOTE?** NO ▾**Course Description:**

In Global Business, students explore theories in trading and investing across national borders. This course includes topics related to differing laws, cultures and societies, and their impact on the application of basic business principles.

TEKS link:

- 1/2 credit
- Grades 10-12
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: Principles of Business, Marketing, & Finance

Industry Certification/Credential: N/A**TEA recognized IBC (to count toward program of study completion)?** NO ▾

Instructional Units	Grading Period
Unit 1-Global Industry Introduction to Global Economics Trade and Foreign Policy Going Global Understanding the Global World of Work Unit 2-U.S. and International Trade Introduction to International Trade Unit 3-International Trade and Tariffs Introduction to International Trade Trade Barriers and Restrictions International Trade Agreements Unit 4-International Finance and Exchange Introduction Currencies and Exchange Rates International Markets Unit 5 Risks and Strategies in International Business Introduction to Risk-Economic and Political Risks/Strategies in International Business Dealing with International Business Unit 6-The Cultures of International Business Cultural Differences The Cultures of International Business-Latin America and Europe The Cultures of International Business-Africa and The Middle East The Cultures of International Business-Asia	N1/N3 (fall/spring)

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Unit 7-Managing Diversity Defining Diversity and Understanding Culture Race, Ethnic, Age, and Ability Diversity Unit 8 Global Marketing Introduction to Marketing Selecting International Markets Global Marketing Strategies	
Unit 9-Distribution-Channels and Channels of Distribution Channels and Channel Intensity Transportation and Storage Handling Inventory Unit 10-Human Resource Management Introduction Legal Issues Organized Labor Unit 11-Business Ethics Unit 12- Working Internationally	N2/N4 (fall/spring)

Primary Instructional Materials:

iCEV Multimedia Ltd.

Supplementary Instructional Materials:

Knowledge Matters