

Cornwall-Lebanon School District Curriculum Overview

International Business, Grades 10 – 12

18	length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1	2	<p style="text-align: center;"><u>What is International Business?</u></p> <p>Define business and international business. Explain the historical origins of international commerce. Identify the major factors that influence international trade. Explain levels of participation in international trade. Describe settings in which international business affects people. List issues that affect ethics in international business.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	15.7.12.G 15.7.12.L 15.7.12.O 15.7.12.G 15.7.12.L 15.7.12.O
Unit 2	2	<p style="text-align: center;"><u>Cultural and Social Influences</u></p> <p>Explain how culture affects international business. Describe the elements of cultures and subcultures. Explain how social institutions can help people adapt to a new culture. Identify ways to overcome stereotyping and cultural bias. Discuss how preparation and participation help improve cultural literacy.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	15.2.12.O 15.3.12.M 15.7.12.C 15.7.12.L
Unit 3	2	<p style="text-align: center;"><u>International Communications</u></p> <p>Explain the basic nature of communication. Identify the challenges of communicating the world language. Describe verbal communication strategies. Describe the forms of verbal communication. Discuss how culture affects nonverbal communication. Identify methods for overcoming communication problems and developing effective messages.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	15.2.12.O 15.3.12.J 15.3.12.K 15.3.12.O 15.3.12.S 15.3.12.X 15.7.12.C 15.7.12.I 15.7.12.J
Unit 4	2	<p style="text-align: center;"><u>Importing, Exporting, and International Trade</u></p> <p>Describe the processes of importing and exporting. Explain the differences between goods and services. Identify the steps of the importing and exporting processes.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	15.6.12.A 15.7.12.M 15.9.12.C

		<p>Explain why companies and countries trade.</p> <p>Discuss the importance of having balance of trade for countries.</p> <p>Describe the roles played by international trade organizations.</p>		
Unit 5	2	<p align="center"><u>Governmental and Legal Influences</u></p> <p>Identify different types of governments.</p> <p>Discuss ways in which governments influence international trade.</p> <p>Describe the forms of legal systems.</p> <p>Identify the impact of laws and regulations on international businesses.</p> <p>Explain ways to settle differences in international trade relationships.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	<p>15.2.12.P</p> <p>15.5.12.F</p> <p>15.5.12.G</p> <p>15.6.12.A</p> <p>15.6.12.E</p> <p>15.7.12.A</p> <p>15.7.12.C</p> <p>15.7.12.D</p> <p>15.7.12.M</p> <p>15.7.12.O</p>
Unit 6	2	<p align="center"><u>Economic and Geographic Influences</u></p> <p>Identify different types of economic systems.</p> <p>Explain how natural, human, and capital resources affect a nation's ability to trade.</p> <p>Explain the stages of economic development and their effects on trade.</p> <p>Differentiate between an absolute and comparative advantage.</p> <p>Identify geographic features and related advantages.</p> <p>Discuss the effects of location, time, and proximity.</p>	<ul style="list-style-type: none"> ➤ Unit test ➤ Marking period test 	<p>15.6.12.A</p> <p>15.7.12.A</p> <p>15.7.12.B</p> <p>15.7.12.F</p> <p>15.7.12.H</p> <p>15.7.12.O</p>
Unit 7	1	<p align="center"><u>Currency and Risk Management</u></p> <p>Identify the uses of money, currencies, and currency exchange rates.</p> <p>Explain how a fluctuating currency exchange rate affects international business.</p> <p>Describe methods that nations use to manage currency exchange issues.</p> <p>Identify the types of commercial risk in international trade.</p> <p>Identify the types of payment programs used when trading across international borders.</p> <p>Discuss ways to reduce risk when building international business relationships.</p>	<ul style="list-style-type: none"> ➤ Marking period test 	<p>15.5.12.G</p> <p>15.9.12.H</p>
Unit 8	1	<p align="center"><u>International Career Planning</u></p> <p>Describe assets an employee can offer to a company.</p> <p>Identify the steps of manager training.</p>	<ul style="list-style-type: none"> ➤ Marking period test 	<p>13.3.11.A</p> <p>13.3.11.F</p>

	<p>Explain on-the-job and off-the-job manager training programs. Identify different career challenges. Discuss methods of stress management. Explain the necessary preparation for international travel. Identify three steps for career planning.</p>		
<p>Unit 9</p> <div style="border: 1px solid red; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin: 5px;">4</div>	<p style="text-align: center;"><u>Country Project and Presentation</u></p> <p>Research business in a foreign country. Create an attractive presentation about a foreign country. Present a presentation on a foreign country to the class.</p>	<ul style="list-style-type: none"> ➤ Project evaluation ➤ Presentation evaluation 	<p>15.3.12.C 15.3.12.D 15.3.12.G 15.3.12.I 15.4.12.G 15.4.12.L</p>