

# Wyoming Department of Education Required Virtual Education Course Syllabus

## BIG HORN COUNTY SCHOOL DISTRICT #1

Program Name	WYCA	Content Area	Vocational Education
Course ID	CAOT78519	Grade Level	9, 10, 11, 12
Course Name	International Business	# of Credits	0.5
SCED Code	12056G0.5011	Curriculum Type	Connections Academy

### COURSE DESCRIPTION

*From geography to culture Global Business is an exciting topic in the business community today. This course is designed to help students develop the appreciation, knowledge, skills, and abilities needed to live and work in a global marketplace. It takes a global view on business, investigating why and how companies go international and are more interconnected.*

*The course further provides students a conceptual tool by which to understand how economic, social, cultural, political and legal factors influence both domestic and cross-border business. Business structures, global entrepreneurship, business management, marketing, and the challenges of managing international organizations will all be explored in this course. Students will cultivate a mindfulness of how history, geography, language, cultural studies, research skills, and continuing education are important in both business activities and the 21st century.*

### WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.3	College and career-ready students work productively in teams while using cultural global competence.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.3	College and career-ready students employ valid and reliable research strategies and apply prior knowledge to solve a problem or complete a project.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.4	College and career-ready students precisely follow a complex multistep procedure when performing technical tasks. (*Adapted from CCSS RL.9.3)
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.
CV12.5.2	College and career-ready students productively complete tasks taking constraints, priorities and resources into account.
CV12.5.3	College and career-ready students safely and ethically use current industry-standard tools and emerging technologies.
CV12.5.4	College and career-ready students utilize technology to develop innovative solutions or products.

### SCOPE AND SEQUENCE

UNIT OUTLINE	STANDARD#	OUTCOMES
<p><b>Unit 1: Introduction to Global Commerce</b></p> <p>Many of us think of McDonald's restaurant as synonymous with America. In fact, McDonald's are all over the world, and some of its menu items even reflect the cuisine of the country where it is located. In Italian McDonald's, for example, it serves gelato, and in Russia, it serves Bolshoi Macs. Altering the menu is one way that McDonald's succeeds in overseas markets. This unit introduces you to some of global business's most important topics. You will discuss globalization and describe its influence on markets and production and the forces behind its growth.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.4, CV12.3.1, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Distinguish between domestic business and global business.</li> <li>• Discuss global business dependency and importance. Identify various methods for getting involved in global business.</li> <li>• Explain the components of the international business environment.</li> <li>• Identify various measures of economic progress and development and describe the position of the United States in global trade.</li> </ul>
<p><b>Unit 2: International Finance</b></p> <p>When you reach into your pocket, you might pull out a few coins or dollar bills—what we call money. You probably take for granted that money is valuable, but under what standards is it valuable? Actually, the coins and bills you pull out of your pocket have little actual value, but why do they have value if you are purchasing a good or a service? In this unit, you will be introduced to various monetary systems from around the world. You will discuss the components of money and various foreign exchange activities.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2, CV12.5.3</p>	<ul style="list-style-type: none"> <li>• Describe some of the monetary systems around the world.</li> <li>• Discuss the exchange rate system between nations.</li> <li>• Describe the common European currency.</li> <li>• Calculate foreign exchange rates.</li> <li>• Understand and discuss global banking strategies.</li> </ul>

<p><b>Unit 3: Regional integration</b> It can be said that a group can get more accomplished than one person, so is it also beneficial for a country to belong to a group that cooperates in trade agreements? In this unit, you will be introduced to regional economic integration. You will discuss political relationships in business, and you will learn about various ways countries can encourage and discourage global business. You will then explore how countries can band together to help each other in trade and look at the pros and cons of these agreements. You will also explore an example of regional integration by examining the European community's agreements.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.2, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2, CV12.5.3</p>	<ul style="list-style-type: none"> <li>• Describe laws and trade barriers that can discourage global business.</li> <li>• Explain the positive and negative effects government actions and political risks have on global business activities</li> <li>• Identify the different levels of economic integration.</li> <li>• Discuss the various arguments for and against economic integration.</li> <li>• Understand the organization of the European community and its regional economic integration agreement.</li> </ul>
<p><b>Unit 4: Trade Relations</b> In business, the money coming into a business minus the money going out of the business shows how well the business is doing. Businesses want this money to be on the positive side, but that is not always the case. In this unit, you will be introduced to the importance of trade relations and policies that control that trade. You will discuss various types of trade agreements and the various types of competitive markets.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Discuss the importance of trade relations.</li> <li>• Discuss the main types of trade agreements.</li> <li>• Describe the goals and function of the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA).</li> <li>• Understand the nature of competition.</li> </ul>
<p><b>Unit 5: International Business Midterm Quiz</b> In this unit, you will review the information you learned up to this point in this course and take an exam to demonstrate your newly acquired knowledge.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Review information acquired and mastered from this course up to this point.</li> <li>• Take a course exam based on material from units 1-4 in this course.</li> </ul>
<p><b>Unit 6: International Legal Agreements</b> What are Philadelphia, Windows, Dove, and Apple? To many people Philadelphia is a city, and windows, dove, and apple are things found in a home or in nature. To others, these are cream cheese, computer software, soap, and a computer. To have a known product name means you must be aware of various legal terms. In this unit, you will be introduced to various legal agreements around the world. You will learn about legal systems and liability. You will also explore legal contracts and how to resolve legal differences.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.3.4, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Describe the legal systems upon which international law is based.</li> <li>• Explain product liability.</li> <li>• Understand laws and international trade agreements that protect property rights.</li> <li>• Describe when an agreement has all the components of a contract.</li> <li>• Understand and discuss the litigation process.</li> </ul>
<p><b>Unit 7: Cultural Influences</b> Did you know that there is a Disney park in France called Euro Disney, now Disneyland® Paris? The park almost didn't open because there was much opposition from the French, who disliked the introduction of so much American culture into France. In this unit, you will be introduced to how culture influences global business. You will discuss various cultures around the world, how culture influences social organizations, communication across cultures, and values around the world.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Discuss influences of culture on global business activities.</li> <li>• Explain the role of sub-cultures.</li> <li>• Understand the role of societal influences on culture.</li> <li>• Describe how communication affects global business success.</li> <li>• Describe various reactions to cultural differences.</li> </ul>
<p><b>Unit 8: Global Organizations</b> Have you ever thought about how a business gets started? Many businesses start with only one or two people. In fact, Apple, which today is a multinational corporation, was started by two men. In the international business market, having an organizational structure will benefit the whole company. Just as a business plan acts as a blueprint for your business, planning your organization structure helps determine the talent you'll need to 'build your business.' In this unit, you will discuss various business structures and the advantages and disadvantages of each.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Describe the advantages and disadvantages of sole proprietorship, partnerships, and corporations.</li> <li>• Explain the other forms of business ownership.</li> <li>• Describe the activities, characteristics, and concerns of multinational companies.</li> <li>• Identify low-risk methods for getting involved in global business.</li> <li>• Identify high-risk methods for getting involved in global business.</li> </ul>

<p><b>Unit 9: Global Logistics &amp; Marketing</b></p> <p>Did you know that Americans are eating less cereal and more bagels, cereal bars, and ready to go meals for breakfast? Because of the sales decline for cereal, there has been increased international marketing efforts by cereal companies. Now cereal purchases in Britain and other European countries are gaining strength. After a product finds a market, the business must decide how to get its products or services to customers. In this unit, you will be introduced to global marketing, logistics, transportation, and distribution channels. You will discuss what global marketing and logistics consists of and how the cost of a product is affected when using global logistics.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.3, CV12.2.4, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.4, CV12.5.2, CV12.5.4</p>	<ul style="list-style-type: none"> <li>• Learn about the elements of the marketing mix.</li> <li>• Discuss the steps in the new product development process and the marketing research process.</li> <li>• Identify the factors that must be considered by businesses when setting prices.</li> <li>• Describe the indirect and direct channels of distribution.</li> <li>• Describe the elements of the promotional mix.</li> </ul>
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