

Merrillville High School (Trimester schedule)  
International Business

Instructor: Sharon Row (1/08)

	Weeks 1 & 2	Weeks 3 & 4	Weeks 5 & 6	Weeks 7 & 8	Weeks 9 & 10	Weeks 11 & 12)
<b>Essential Questions</b>	What are characteristics of International Business?  How do economic systems affect our world today?  What are the cultural and communication issues?  How do politics and governments affect global business?	What are organizational structures used in global business?  What are imports, exports and how are they measured?  What do you exchange foreign currency? How does International Finance affect a global business?  What legal agreements are used in global business?	How are global businesses managed? What is organized labor?  How do I maximize my human resources?  How do I manage my human resources?	What are the advantages and global information systems?  What types of production are used around the world?  How do I market my product in a global environment?	How do I plan my products for a global market?  How does International Pricing affect my business?  What affect does global communications and promotional activity have on my business and its stakeholders?	How do I finance a global operation?  How do I measure my international investments?  What are and how can I manage international business risks?
<b>Content</b>	Global business concepts, problems, ethics, economics, developing nations, cultural influences, social responsibility, communication problems, political systems and risks, government legislation, trade barriers, trade agreements.	Types of business ownership, operating a global company, importing and exporting procedures, trade relations, global competition, money systems, foreign exchange and currency controls, intellectual property, trademarks, branding, property and contracts, resolving legal differences	Management styles and functions, cultural differences, selecting, training and retaining human resources, selecting, promoting, transferring and releasing employees, employee benefits, value of human resources	Labor movement and unions in the work place today, cross-cultural projects, technology concerns, production methods, Marketing Mix, target markets, consumer and B2B research methodology	Adaptability of consumer products, International markets, calculating prices for international competition, transportation issues, advertising and promo plans	Analyzing stock information, investment rates of return, global business risks, insurance
<b>Standards/Skills</b>	IB 1.1.1, IB 1.1.3, IB 1.1.6, IB 1.2.1, IB 2.1.2, IB 2.1.5, IB 2.1.6, IB 2.2.6, IB 2.2.7, IB 2.3.3, IB 2.4.1, IB 2.4.2, IB 2.5.1, IB 2.5.2, IB 2.5.4, IB 2.5.6, IB 3.1.8, IB 3.2.1, IB 3.2.2, IB 3.2.3, IB 3.2.4, IB 3.3.1, IB 4.1.1, IB 4.2.4, IB 5.1.3	IB 2.4.3, IB 2.4.4, IB 2.4.7, IB 2.5.3, IB 2.5.5, IB 3.1.1, IB 3.1.2, IB 3.1.3, IB 3.1.3, IB 3.1.4, IB 3.1.5, IB 3.1.6, IB 3.1.7, IB 3.1.9, IB 3.1.10, IB 4.1.1, IB 4.1.3, IB 4.2.2, IB 4.2.3, IB 4.2.4, IB 4.2.5, IB 5.1.2	IB 1.2.2, IB 2.1.1, IB 2.1.4, IB 2.2.4, IB 2.3.1, IB 2.3.2, IB 5.1.1, IB 5.1.6, IB 5.1.7, IB 5.1.8, IB 5.1.9, IB 5.1.10,	IB 2.2.8, IB 6.1.1, IB 6.1.2, IB 6.1.3, IB 6.1.4	IB 1.1.5, IB 2.1.7, IB 2.1.8, IB 2.2.1, IB 2.2.2, IB 2.2.3, IB 2.2.5, IB 5.1.4, IB 5.1.5, IB 6.1.4, IB 6.1.5, IB 6.2.1, IB 6.2.2, IB 6.2.3, IB 6.2.4	IB 1.1.2, IB 1.1.4, IB 2.4.5, IB 2.4.6, IB 3.3.2, IB 4.1.2, IB 4.1.4, IB 4.1.5, IB 4.1.6, IB 4.2.6, IB 6.2.5
<b>Products/ Assessments</b>	Country selection, graph supply & demand, viewpoints about boycotts, subculture jargon, time around the world	Calculate balance of trade, foreign exchange rates, identify liability and governing laws	Create organizational chart, define human resource rules and policies, screen prospective employees, identify organized labor practices	Analyze production output, compare/contrast consumer and commercial markets, use demographics and psychographics to analyze markets, understand and apply 4 Ps of Marketing to global environment	Apply consumer products in international distribution, calculate prices using foreign currencies, select transportation modes, create promo plan	Follow and analyze stock history in various global exchanges, calculate investment returns, insurance policy elements, business and insurance risks/semester journal and business presentations