



International Business (Master)

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Content	Skills	Learning Targets	Assessment	Resources & Technology
<p>CEQ: WHAT IS INTERNATIONAL BUSINESS?</p> <p>UEQ: <ul style="list-style-type: none"> •What is globalization? •Why is globalization important? </p> <p>International Business</p> <ol style="list-style-type: none"> 1. Globalization 2. Emergence of global institutions 3. Drivers of globalization 4. Changing demographics of the global economy 5. Globalization debate 6. Managing in a global marketplace 	<p>International Business</p> <ol style="list-style-type: none"> 1. Describe what is meant by the term globalization 2. Recognize the main drivers of globalization 3. Describe the changing nature of the global economy 4. Explain the main arguments in the debate over the impact of globalization 5. Understand how the process of globalization is creating opportunities and challenges for business managers 	<p>International Business</p> <p>LT1. I can describe what is meant by the term globalization</p> <p>LT2. I can recognize the main drivers of globalization</p> <p>LT3. I can describe the changing nature of the global economy</p> <p>LT4. I can explain the main arguments in the debate over the impact of globalization</p> <p>LT5. I understand how the process of globalization is creating opportunities and</p>	<p>International Business</p> <p>CFA= Country Introduction Project CSA= Chapter 1 Test</p>	<p>International Business</p> <p>Textbook: <i>International Business, Competing in the Global Marketplace</i>, 12E, McGraw Hill</p> <p>Supplemental Textbook: <i>International Business</i> 4E, Southwestern Publishing</p> <p>Chapter 1</p> <p>Video: <i>Markets without Borders</i>, IZZIT</p> <p>Video: <i>Globalization and</i></p>


<p><i>UEQ:</i> •What are the issues in business with different cultures?</p> <p>Culture and Communication</p> <ol style="list-style-type: none"> 1. Culture around the world 2. Subcultures 3. Societal influences 4. Communication 5. Values 	<p>Culture and Communication</p> <ol style="list-style-type: none"> 1. Explain what is meant by culture of a society 2. Identify the forces that lead to differences in social culture 3. Identify the business and economic implications of differences in culture 4. Recognize how differences in social culture influence values in business 5. Demonstrate an appreciation for the economic and business implications of cultural change 	<p>challenges for business managers</p> <p>Culture and Communication</p> <p>LT1. I can explain what is meant by culture of a society</p> <p>LT2. I can identify the forces that lead to differences in social culture</p> <p>LT3. I can identify the business and economic implications of differences in culture</p> <p>LT4. I recognize how differences in social culture</p>	<p>Culture and Communication</p> <p>CFA= Culture and Communication Project</p> <p>CSA= Chapter 4 Test</p>	<p><i>the Rule of Law</i>, IZZIT</p> <p><i>Globalization</i>, Dallas Fed</p> <p>Video: World is Flat, http://www.youtube.com/watch?v=53vLQnuV9FY</p> <p>Vocabulary: globalization, factors of production, GATT, WTO, IMF, MNE, International Business</p> <p>Culture and Communication</p> <p>Chapter 4</p> <p>Film: <i>Arranged</i></p> <p>Film: <i>Lost Boys of Sudan</i></p> <p>IZZIT Videos: Victoria's Chance Monkey Business</p> <p>Vocabulary: cross cultural literacy, culture, values, norms, society, folkways, mores, social structure, social strata, social mobility, caste system, class system, class</p>
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<p>UEQ: •<i>Why do nations trade?</i> •<i>Why is free trade important?</i></p> <p>International Trade Theory</p> <ol style="list-style-type: none"> 1. Trade theory 2. Mercantilism 3. Absolute advantage 4. Comparative advantage 5. Exporting promises and risks 6. Countertrade 	<p>International Trade Theory</p> <ol style="list-style-type: none"> 1. Understand why nations trade with each other 2. Summarize the different theories explaining trade flows between nations 3. Recognize why many economists believe that unrestricted free trade between nations will raise the economic welfare of countries that participate in a free trade system 4. Explain the arguments of those who maintain that government can play a proactive role in promoting national 	<p>influence values in business</p> <p>LT5. I can demonstrate an appreciation for the economic and business implications of cultural change</p> <p>International Trade Theory</p> <p>LT1. I understand why nations trade with each other</p> <p>LT2. I can summarize the different theories explaining trade flows between nations</p> <p>LT3. I recognize why many economists believe that unrestricted free trade between nations will raise the economic welfare of countries that participate in a free trade system</p>	<p>International Trade Theory</p> <p>CFA= International Trade poster</p> <p>CSA= Chapter 6 Test</p>	<p>consciousness, ethical systems, power distance, individualism, collectivism, uncertainty avoidance, masculinity v. femininity, long term orientation, short term orientation, ethnocentrism</p> <p>International Trade Theory</p> <p>Chapter 6 International Trade Theory</p> <p>Ch 16 Exporting, Importing & Countertrade</p> <p>Video: <i>Free Trade</i>, IZZIT</p> <p>Vocabulary: free trade, new trade theory, absolute advantage, economies of scale, countertrade, barter,</p>
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<p>UEQ: •<i>How do governments impact trade?</i></p> <p>Government Policy and International Trade</p> <ol style="list-style-type: none"> 1. Trade policy instruments 2. Case for government intervention 	<p>competitive advantage in certain industries.</p> <p>5. Understand the important implications that international trade theory holds for business practice</p> <p>6. Describe the promises and risks of exporting</p> <p>7. Describe how countertrade can facilitate exporting.</p> <p>Government Policy and International Trade</p> <ol style="list-style-type: none"> 1. Identify policy instruments used by governments to influence international trade flows. 2. Explain why governments sometimes 	<p>LT4. I can explain the arguments of those who maintain that government can play a proactive role in promoting national competitive advantage in certain industries.</p> <p>LT5. I understand the important implications that international trade theory holds for business practice</p> <p>LT6. I can describe the promises and risks of exporting</p> <p>LT7. I can describe how countertrade can facilitate exporting</p> <p>Government Policy and International Trade</p> <p>LT1. I can identify how governments influence trade.</p>	<p>Government Policy and International Trade</p> <p>CFA= Trade Debat CSA= Chapter 7 Test</p>	<p>Government Policy and International Trade</p> <p>Chapter 7 Government Policy & International</p>
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<p>3. Revised case for free trade 4. Development of World Trade Systems</p> <p>UEQ: •<i>What is regional economic integration?</i></p> <p>Regional Economic Integration</p> <p>1. Regional economic integration 2. Levels of regional economic integration</p>	<p>intervene in international trade.</p> <p>3. Explain the arguments against strategic trade policy</p> <p>4. Describe the development of world trade systems</p> <p>5. Explain business implications of world trade system developments</p> <p>Regional Economic Integration</p> <p>1. Describe different levels of REI 2. Describe the economic and political arguments for REI</p>	<p>LT2. I can explain why governments influence trade.</p> <p>LT3. I can explain the arguments against strategic trade policy.</p> <p>LT4. I can describe the development of world trade systems.</p> <p>LT5. I can explain business implications of world trade system development</p> <p>Regional Economic Integration</p> <p>LT1. I can describe different levels of REI</p>	<p>Regional Economic Integration</p> <p>CFA= Regional Economic Integration Diagram CSA= Chapter 9 Test</p>	<p>Vocabulary: free trade, GATT, tariff, import quota, dumping,</p> <p>Regional Economic Integration</p> <p>Chapter 9</p>
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<ol style="list-style-type: none"> 3. Case for regional integration 4. Case against regional integration 5. European Union 6. Regional integration in the Americas 7. Other regional integration 	<ol style="list-style-type: none"> 3. Describe history, scope and future of major REI's 4. Describe the business implications of REI's 	<p>LT2. Describe the economic and political arguments against REI's</p> <p>LT3. I can describe the history, scope and future of major REI's</p> <p>LT4. I can describe the business implications of REI's</p>		<p>Vocabulary: regional economic integration (REI), free trade area, European Union (EU), North American Free Trade Agreement (NAFTA), Central American Free Trade Agreement (CAFTA), TPP</p>
<p>Foreign Exchange Market and the International Monetary System</p> <p>UEQ: •<i>How does money cross international borders to conduct business?</i></p> <ol style="list-style-type: none"> 1. Global currency 2. International Monetary Fund 	<p>Foreign Exchange Market and the International Monetary System</p> <ol style="list-style-type: none"> 1. Describe the functions of the foreign exchange market 2. Describe the modern global monetary system 3. Explain the roles of the World Bank and the 	<p>Foreign Exchange Market and the International Monetary System</p> <p>LT1. I can describe the functions of the foreign exchange market</p> <p>LT2. I can describe the modern global monetary system</p>	<p>Foreign Exchange Market and the International Monetary System</p>	<p>Foreign Exchange Market and the International Monetary System</p> <p>Chapter 10 Foreign Exchange Market</p> <p>Chapter 11 International Monetary System</p>

<p>3. Exchange rates for foreign currency</p> <p>4. World Bank</p> <p>1. Importing, exporting, and international trade 2. Trade agreements 3. Currency 4. International Financial Agencies </p>	<p>International Monetary Fund</p> <p>4. Use exchange rates to make purchase decisions</p>	<p>LT3. I can explain the roles of the World Bank and the International Monetary Fund</p>		<p>Vocabulary: exchange rate, international monetary system,</p>
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Content	Skills	Learning Targets	Assessment	Resources & Technology
<p>UEQ: <i>•How do goods move internationally?</i> Global Production & Supply Chain Management 1. Supply Chain 2. Sourcing 3. Outsourcing 4. Global Distribution </p>	<p>Global Production & Supply Chain Management</p> <p>1. Identify the importance of supply chains 2. Define sourcing 3. Define outsourcing 4. Identify global distribution activities</p>	<p>Global Production & Supply Chain Management</p> <p>LT1. I can identify the importance of supply chains LT2. I can define outsourcing LT3. I can identify global distribution activities</p>	<p>Global Production & Supply Chain Management CFA= Global Sourcing Project CSA= International Production Test</p>	<p>Global Production & Supply Chain Management Chapter 17</p> <p>Vocabulary: supply chain, sourcing, outsourcing, glocalization</p> <p>Film: <i>Outsourced</i>, outsourcing and Indian Culture</p>

<p><i>UEQ:</i> •How do you market products and services internationally?</p> <p>Global Marketing</p> <ol style="list-style-type: none"> 1. Global Marketing Trends 2. Global Marketing Plan 3. Global Marketing Opportunities 4. Globalization of Markets and Brands 5. Product Attributes 6. Marketing Mix 	<ol style="list-style-type: none"> 5. Describe the functions and logistics and purchasing (sourcing) with global supply chains. 6. Describe what is required to efficiently manage a global supply chain. <p>Global Marketing</p> <ol style="list-style-type: none"> 1. Identify global marketing trends 2. Create a Market Plan for a foreign country 3. Identify factors that influence consumer behavior in a foreign country 4. Explain the importance of globalization of Markets and Brands 5. Describe the impact on product attributes when marketed across the globe 6. Use the Marketing Mix to develop a market plan 	<p>Global Marketing</p> <p>LT1. I can identify global marketing trends</p> <p>LT2. I can create a Market Plan for a foreign country</p> <p>LT3. I can identify factors that influence consumer behavior in a foreign country</p> <p>4. I can explain the importance of globalization of Markets and Brands</p> <p>5. I can describe the impact on product attributes when marketed across the globe</p>	<p>Global Marketing</p> <p>CFA= International Marketing Project</p> <p>CSA= International Marketing Test</p>	<p>E. Global Marketing</p> <p>Chapter 18</p> <p>Vocabulary: Marketing mix, market segmentation,</p>
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		6. I can use the Marketing Mix to develop a market plan		
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