

GLOBAL BUSINESS
(Proposed New Name: INTERNATIONAL BUSINESS 2022-23)
ACTIVITY COURSE CODE: 5032

COURSE DESCRIPTION: The Global Business course provides students with an understanding of business operations in the global arena. Students gain an understanding of global trade, international and political culture, legal and trade agreements, importing/exporting, global finance and economics, product and service distribution, marketing, and travel. For students who wish to pursue international studies at the post-secondary level, this course provides a solid understanding of global concepts and business entrepreneurship.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will complete all of the following standards successfully.

RECOMMENDED GRADE LEVEL: 10-12

COURSE CREDIT: 1 unit (120 hours)

PREREQUISITE: None

COMPUTER REQUIREMENT: One computer per student and Internet accessibility

RESOURCES: [State-Adopted Instructional Materials/Resources](#)

A. SAFETY

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).

2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND INTERPERSONAL SKILLS

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.

10. Demonstrate teamwork.

E. PROFESSIONAL KNOWLEDGE

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their positions. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

F. INTRODUCTION TO INTERNATIONAL BUSINESS

Business professionals working in the international environment understand the difference between domestic and international business and its impact on the economy. The following accountability-criteria are considered essential for students in Business programs of study.

1. Define international business terms (e.g., business, agent, anti-dumping duties, airway bill, applied tariff, bill of lading, globalization, isolationism, and certificate of origin).
2. Compare and contrast international businesses.
3. Design a chart demonstrating the impact of the external factors on the operations of a business entity, including climate; time zones; distance; topography; natural resources; and political, social, legal, economic, and cultural environments.
4. Compare the impacts of international business activities on the various stakeholders at the local, regional, national, and international levels.
5. Explain how forces of globalization and regional variations in resources can create opportunities for change, conflict, and cooperation for the control of geographical regions.
6. Investigate why and how companies go international and become interconnected.
7. Construct maps representing trading partners and members of trade agreements.
8. Analyze various positions working within the global environment to include qualifications, skills, job responsibilities, education, and certifications.

G. HUMAN RESOURCES MANAGEMENT

Business professionals working in the international environment understand the human resource management role performs various business settings. The following accountability-criteria are essential for students in the Business programs of study.

1. Explain the roles of human resource management in global firms.
2. Compare and contrast the impact of cultural laws and regulations on human resource management in various countries.
3. Describe how the human resource function changes as a firm goes global.
4. Identify the role of organized labor in international business.
5. Research how the United States compares to other countries in terms of labor laws, insurance, taxes, and rights for workers.

H. MULTICULTURALISM

Business professionals working in the international environment understand the impact of multiculturalism and culture on transactional relationships in their business. The following accountability criteria are considered essential for students in Business programs of study.

1. Define multiculturalism and related terms (e.g., cross culturalism , ethnic mosaic, diversity, and pluralism)
2. Compare protocol, customs, and etiquette practices in dealing with people from different cultures.
3. Differentiate verbal and nonverbal communication in different cultures around the world, including differences in tone, style, greetings, introductions and format of business communication in various cultures.
4. Research and discuss the effects of cultural experiences and backgrounds on communication.
5. Summarize examples of American jargon and acronyms that confuse businesspeople in foreign countries.
6. Analyze various business and social customs among countries (e.g., handling business cards, the need for consensus, hours of operation, government holidays, attire, gifts, etc.)

I. GLOBAL ECONOMY

Business professionals working in the international environment understand the difference between domestic and international affairs and its impact on the business economy. The following accountability criteria are essential for students in Business programs of study.

1. Research global business concepts and problems, including worker migration, foreign outsourcing, and globalization and the environment.
2. Identify the factors and main costs of production and how it differs among international businesses (e.g., raw materials, market distribution, labor costs, energy, etc.)
3. Assess the different production methods used in various countries (e.g., manual, automated, computerized).
4. Analyze how economic decisions determine the economies of different countries (e.g., market, command, mixed, traditional).
5. Chart demonstrating the basics of supply and demand for international business.

J. GLOBAL FINANCIAL MARKETS

Business professionals working in the international environment understand how global financial markets operate. The following accountability criteria are considered essential for students in Business programs of study.

1. Demonstrate how foreign exchange markets function.
2. Describe the impact of various factors on exchange rates.
3. Explain how currency exchange rates affect international trade.
4. Differentiate between alternative strategies of global banking, including those used by the World Bank and International Monetary Fund.
5. Compare and contrast how various countries subsidize trade.
6. Cite examples of how foreign financial policies and activities impact local markets.

K. INTERNATIONAL TRAVEL

Business professionals working in the international environment understand the difference between domestic and international travel and perform the necessary steps in preparing for it. The following accountability criteria are essential for students in Business programs of study.

1. Identify the requirements for international travel (e.g., passport, visa, immunizations).
2. Determine and calculate foreign exchange rates for currency in selected destinations.
3. Identify international travel resources (e.g., agencies issuing passports: post office, consulates, and embassies).
4. Distinguish travel restrictions and health requirements in selected destinations
5. Create an international travel itinerary using a traveler's checklist.
6. Describe the major types of agreements that affect travel between countries, including travel bubble agreements.
7. Use technology to research travel destinations.

L. GOVERNMENT AND TRADE RELATIONS

Business professionals working in the international environment understand the role that government and trade relations play in business. The following accountability criteria are essential for students in Business programs of study.

1. Analyze the impact of socio-political environments on international business.
2. Distinguish between different political systems and political risks around the world and their effect on business operations.
3. Analyze the effects of political change within governments on global business.
4. Compare the origin and impact of various trade agreements (e.g., USMCA, CSTA, Trans-Pacific Partnership).
5. Critique balance of payments effects on policy decisions (central banks, transfer payments).
6. Identify trade barriers (e.g., tariffs, duties, quotas, boycotts, restrictive licensing requirements).
7. Identify trade promotions (e.g., private subsidies, government subsidies).

8. Analyze the role and impact of customs agencies on international business.
9. Identify and manage risks related to international business activities (e.g., global, political, social, financial).

M. LEGAL AGREEMENTS

Business professionals working in the international environment understand the role that legal agreements play in business. The following accountability criteria are essential for students in Business programs of study.

1. Classify criminal and civil legal systems and liabilities in the global marketplace (e.g., product liability, negligence, strict and limited liability, international trade law).
2. Evaluate legal frameworks for real and intellectual property in international contracts.
3. Research options for resolving legal differences in the international arena.

N. IMPORTING AND EXPORTING

Business professionals working in an international environment understand the impact of importing and exporting in business. The following criteria are essential for students in Business programs of study.

1. Differentiate imports and exports.
2. Describe importing and exporting procedures and documentation (e.g., bill of lading, FOB, CIF, letter of credit, wire transfers, export/import license, pro-forma invoice, Customs).
3. Research the major trading partners of South Carolina and the United States.
4. Specify major modes and routes of transportation for trade.
5. List examples of South Carolina businesses that import and export products.
6. Define and evaluate pricing strategies in global markets (e.g., currency manipulation, the effects of tariffs and government subsidies on international competition and prices, trade wars).
7. Research the impact of free and foreign trade zones on a local and state level.
8. Define and cite examples of trade imbalances, trade surpluses, and trade deficits.

O. GLOBAL MARKETING

Business professionals working in an international environment demonstrate effective global marketing strategies that impact consumer behavior. The following accountability criteria are considered essential for students in Business programs of study.

1. Define global marketing.
2. Identify advertising strategies used in foreign markets (including media and pricing).
3. Describe how language, culture, media availability, and regulations affect global marketing strategies.
4. Specify the factors that affect competition in the global markets.

P. INTERNATIONAL ENTREPRENEURSHIP

Business professionals working in an international environment understand opportunity growth created by expanding into foreign markets. The following accountability criteria are considered essential for students in Business programs of study.

1. Apply economic terms such as monopoly, scarcity, elasticity and inelasticity of demand, fixed cost, variable cost, opportunity cost, equilibrium, free enterprise, and break-even point to economies in global markets.
2. Assess the impact of entrepreneurship and innovation on the local, state, national, and international communities and economies.
3. Compare and contrast legal forms of business ownership available in foreign countries with ownership structures in the United States.
4. Identify trends of traditional and non-traditional business ventures for entrepreneurs in other countries.
5. Define the black market and describe how it affects the global economy.
6. Contrast various strategies that entrepreneurs can use to enter and exit foreign markets.
7. Explain legal regulations and requirements for operating a business or doing business with foreign countries (e.g. taxes, minimum wage, labor laws, insurance, intellectual property, licenses, zoning, etc.).
8. Identify security issues for traditional and non-traditional businesses in the United States and foreign countries (e.g., viruses, hacking, phishing, client information, theft, fraud, shoplifting, etc.).
9. Create a business plan for an enterprise with customers from all over the world.

[Materials and Resources](#)

[Course Academic Standards and Indicators](#)