

### 3.0 BUSINESS MANAGEMENT

**3.4 International Business (S):** Students will understand the importance of international business and its impact on careers and business at the local, state, national and international levels. They will demonstrate competency by comparing and contrasting domestic and international business activities.

| BENCHMARKS   | COURSE TITLES |  |  |  |  |
|--|---------------|--|--|--|--|
| 3.4.1 Communications-identify elements of oral and written communication necessary for effective international communications, particularly s they relate to the use of names, titles, ranks, translators and differences intone, style and format |               |  |  |  |  |
| 3.4.2 Comparative Advantages-explain how large and small businesses and consumers benefit from a global economy  |               |  |  |  |  |
| 3.4.3 Environmental Factors-describe the impact of international business activities on the social, cultural, political, and legal factors that shape the international business environment   |               |  |  |  |  |
| 3.4.4 Finance-define the role of international finance and risk management and explain the importance of exchange rates, methods of payment, foreign exchange risk, balance of payment and counter trade   |               |  |  |  |  |
| 3.4.5 Geography-describe how differences in climate, time zones, distance, topography, social, economic and natural resources affect international business  |               |  |  |  |  |

Primary Delivery - **P**  
 Secondary Delivery - **S**

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|---|---------------|--|--|--|--|
| 3.4.6 Human Resource Management-discuss the environmental factors which impact the management of human resources  |               |  |  |  |  |
| 3.4.7 Management-identify several managerial issues which could impact operations management including problems related to organizational structure, production systems, customer service and inventory control |               |  |  |  |  |
| 3.4.8 Marketing-describe marketing concepts including social, cultural, technological, and geographic factors that influence consumer behavior  |               |  |  |  |  |
| 3.4.9 Technology-use electronic communication devices , such as telephones, facsimile machines the Internet, and E-mail in international communications   |               |  |  |  |  |
| 3.4.10 Trade Concepts-explain the economic impact of trade barriers, trade agreements, balance of trade and balance of payments   |               |  |  |  |  |

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