

General Course Information

Course Name:	
Department: Business & Marketing	Grade Level(s): 10 - 12
Duration/Credits: 1 sem/ .5	Prerequisites: None
BOE Approval Date:	Course Code H5100
Course Description:	
Conducting business in a global environment requires knowledge of various cultures and business practices. The course introduces the student to business activities in the global setting with regards to management, marketing, economic and political/legal constructs. The course is designed to help students understand the nature of global variations in culture that affect businesses. Students enrolled in International Business are eligible to join a student business organization (FBLA).	
Course Rationale:	
Businesses have made globalization a central part of their strategies. Companies with a strong international presence are coming out ahead of the competition. Understanding what international business has to offer and keeping up with the latest trends is critical in today's global economy.	
Course Objectives:	
The student will research and describe the differences between domestic and international business operations and explain the elements of globalization. (A+ Research)	
The student will compare and contrast the influence of culture on business operations. (A+ Speaking & Listening)	
The student will read about various political and legal environments in which countries operate, and analyze how a given political environment affects business decision making. (A+ Reading)	
The student will define various economic environments in which countries operate, and analyze how a given economic environment affects business decision making.	
The student will develop components of an integrated marketing communications plan. (A+ Writing)	

Standards Alignment:
List standard set(s) to which course has been aligned