Georgia CTAE

Global Awareness and Cultural Competency (7.442)(2022)

Adopted 2022

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BMA-GACC-1. **The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.** BMA-GACC-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. BMA-GACC-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. BMA-GACC-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. BMA-GACC-1.3
4. Model work readiness traits required for success in the workplace including integrity honesty, accountability, punctuality, time management, and respect for diversity. BMA-GACC-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills. BMA-GACC-1.5
6. Present a professional image through appearance, behavior and language. BMA-GACC-1.6

BMA-GACC-2. **Classify and describe career opportunities in international business and connect results to personality traits.** BMA-GACC-2

1. Research and compare top international companies based in the local, regional, and state economy and their growth opportunities. BMA-GACC-2.1
2. Analyze strengths and weaknesses of different personality traits as they relate to successful career opportunities in international business. BMA-GACC-2.2

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3. Develop a well-written research paper appropriate to the business world on career opportunities in international business listing key personality traits, skill sets, technical tools, and employment requirements. BMA-GACC-2.3
4. Collect and compare the technical skills, industry credentials, and education needed to succeed in an international business career. BMA-GACC-2.4
5. Summarize from multiple sources the likely career opportunities based on personality and interests for an international business career. BMA-GACC-2.5

BMA-GACC-3. Research and model the process for businesses to determine international market entry. BMA-GACC-3

1. Research and analyze the key factors in international market entry decisions from case studies. BMA-GACC-3.1
2. Explain and cite evidence how social, cultural, and political factors affect a decision by a company to enter an international market. BMA-GACC-3.2
3. Analyze and describe the different aspects and basic features of current trade agreements. BMA-GACC-3.3
4. Appraise the comparative advantage of several countries given specific trade agreements and opportunities to expand into new international markets. BMA-GACC-3.4
5. Evaluate potential growth markets from the position of an international business to expand into and develop a model for growth to occur in a new market. BMA-GACC-3.5
6. Investigate how the laws and customs of other countries may positively and negatively impact United States-based businesses operate globally. BMA-GACC-3.6
7. Analyze the characteristics of resources and incentives available to organizations seeking to enter international markets (government incentives, international delegations, distributor networks, local organizations such as the World Trade Center, grants and other financial resources). BMA-GACC-3.7

BMA-GACC-4. Utilize knowledge of basic marketing principles and cultural diversity in order to analyze international marketing strategies. BMA-GACC-4

1. Identify pricing, product, placement, and promotion as basic marketing principles. BMA-GACC-4.1
2. Research, evaluate, and develop a robust social media strategy that can be used by an international company. BMA-GACC-4.2
3. Critique examples of successful and failed marketing communications in international business from available case studies. BMA-GACC-4.3

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4. Evaluate the effectiveness of an international company's website (navigation, accessibility, presentation, etc.). BMA-GACC-4.4

BMA-GACC-5. Cite evidence to evaluate the strategies businesses employ to use venture capital to finance investment in international markets. BMA-GACC-5

1. Investigate and make observations about various types of banks and services available to support international business transactions. BMA-GACC-5.1
2. Compare and contrast potential sources of investment capital available to businesses desiring to enter international markets. BMA-GACC-5.2
3. Analyze methods of entering and investing in foreign markets for international business growth opportunities. BMA-GACC-5.3
4. Apply concepts of project management resources and tools and how they may impact the growth of companies in international countries and businesses. BMA-GACC-5.4

BMA-GACC-6. Evaluate and draw conclusions about the relationship between culture and customer service in international business settings. BMA-GACC-6

1. Investigate ways in which various international country cultural norms impact and change how customer service policies and procedures may be implemented. BMA-GACC-6.1
2. Critique examples of the positive and negative impacts of a customer service department and policies on a company's success including internet forums for customer feedback and review. BMA-GACC-6.2
3. Compare and contrast customer service expectations, and evaluate how international companies have mediated international situations through the review of case studies. BMA-GACC-6.3
4. Discuss major sources of industry recognized standards and ratings for customer service. BMA-GACC-6.4

BMA-GACC-7. Analyze sources of business risk when operating internationally, and explain the effects of risk management. BMA-GACC-7

1. Discuss possible international business threats including political, regulatory, cultural, and financial sources. BMA-GACC-7.1
2. Analyze risk management strategies and techniques, including performing root cause analyses, employed by international businesses to minimize potential financial loss. BMA-GACC-7.2
3. Discuss why companies have experienced significant losses while conducting international business risks, policies, and procedures. BMA-GACC-7.3
4. Compare and contrast laws that protect domestic businesses versus laws that protect international businesses. BMA-GACC-7.4

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5. Analyze and cite examples where project management techniques can impact the effects of risk management. BMA-GACC-7.5

BMA-GACC-8. Connect the influences of cultural and historical differences on effective communication strategies in international business settings. BMA-GACC-8

1. Evaluate examples of appropriate business (oral, written, visual, and digital) communication skills needed in the workplace to facilitate information and communication among cultural, generational, and gender groups. BMA-GACC-8.1
2. Produce written communications that are appropriate for other cultures and generations utilizing proper tone, grammar, and bias-free language in the workplace. BMA-GACC-8.2
3. Demonstrate appropriate etiquette in communication in a multicultural and generational environment in various scenarios. BMA-GACC-8.3
4. Demonstrate appropriate verbal and nonverbal communications affecting international business relationships and negotiations with regard to conflict resolution. BMA-GACC-8.4
5. Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific international business purposes. BMA-GACC-8.5

BMA-GACC-9. Evaluate ethical and socially responsible business behavior in a global business environment. BMA-GACC-9

1. Identify stakeholders and evaluate the ramifications of business decisions on stakeholder groups. BMA-GACC-9.1
2. Compare and contrast ethical and unethical behaviors in various countries as related to international business growth, trade, customer service, and effective communication. BMA-GACC-9.2
3. Evaluate the decisions made by contemporary international companies and discuss the level of ethical compliance as presented in case studies. BMA-GACC-9.3
4. Analyze the personal and business consequences of engaging in unethical and/or illegal conduct in international settings. BMA-GACC-9.4

BMA-GACC-10. Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events. BMA-GACC-10

1. Explain the goals, mission and objectives of Future Business Leaders of America. BMA-GACC-10.1

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2. Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs. BMA-GACC-10.2
3. Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities. BMA-GACC-10.3
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. BMA-GACC-10.4
5. Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions. BMA-GACC-10.5