Georgia CTAE

International Business Concepts (7.452) (2022)

Adopted 2022

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BMA-IBC-1. Demonstrate employability skills required by business and industry. BMA-IBC-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. BMA-IBC-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. BMA-IBC-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. BMA-IBC-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-IBC-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 team-work skills. BMA-IBC-1.5
6. Present a professional image through appearance, behavior and language. BMA-IBC-1.6

BMA-IBC-2. Research and evaluate the characteristics involved in building an effective team and explain how businesses utilize teams. BMA-IBC-2

1. Justify the role that diversity of strengths plays in building an effective business team. BMA-IBC-2.1
2. Analyze stereotyping and other biases based on culture, age, and gender and how it can lead to ineffective business practices. BMA-IBC-2.2
3. Evaluate ways that businesses can maximize productivity through the development of effective teams. BMA-IBC-2.3
4. Compare and contrast the benefits of using virtual teams and face-to-face teams. BMA-IBC-2.4
5. Develop effective teams based on team member personalities, interests, and values, as well as employability skills that are needed and identified by leading businesses. BMA-IBC-2.5

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6. Utilize diverse teams to create vision, mission, and strategic objectives that will guide the operations of the business. BMA-IBC-2.6
7. Draw conclusions from international business case studies and summarize steps taken to build effective business teams. BMA-IBC-2.7

BMA-IBC-3. Research and critique the decisions companies make in order to enter a targeted global center. BMA-IBC-3

1. Research and present the culture, including brief historical reasons for the culture, of a targeted global center. BMA-IBC-3.1
2. Make observations and complete a needs analysis for the targeted global center. BMA-IBC-3.2
3. Investigate the business incentives available of the global center identified. BMA-IBC-3.3
4. Prepare a SWOT (strengths, weaknesses, opportunities, and threats) analysis for the identified product or service. BMA-IBC-3.4
5. Compare and contrast different customer service strategies based on the culture of the targeted global center. BMA-IBC-3.5
6. Evaluate best practices mediation strategies used by international businesses to avoid both business and customer concerns. BMA-IBC-3.6

BMA-IBC-4. Perform a risk analysis for a business operating in a targeted global center. BMA-IBC-4

1. Explain product liability and the impact on the business. BMA-IBC-4.1
2. Use SWOT analysis to identify possible threats including political, regulatory, cultural, and financial sources. BMA-IBC-4.2
3. Explore aspects of Intellectual property, privacy, piracy, cyber security, patents, etc. BMA-IBC-4.3
4. Apply prior knowledge of risk management to mitigate problems identified through SWOT analysis. BMA-IBC-4.4
5. Plan solutions to problems identified through SWOT analysis for improving the business operations of a targeted global center and integrate project management strategies for efficiency. BMA-IBC-4.5

BMA-IBC-5. Develop a team with the purpose to effectively research, develop, and present a startup business plan. BMA-IBC-5

1. Determine the best form of legal business ownership and the method of entry into the global center. BMA-IBC-5.1
2. Evaluate financial considerations and project the total cost needed to start a business (i.e. BMA-IBC-5.2
3. Apply concepts to present the business venture in a written company overview. BMA-IBC-5.3
4. Design a marketing plan and brand analysis appropriate for a targeted global center. BMA-IBC-5.4

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5. Address targeted global ethical concerns related to the business plan. BMA-IBC-5.5
6. Draw conclusions collectively from garnered information to write an executive summary for the creation of a new international business venture. BMA-IBC-5.6
7. Cite evidence to present the business plan using appropriate technology to construct meaningful project management strategies, customer service goals, industry needs, and effective communication policies to meet customer expectations of this new international business. BMA-IBC-5.7

BMA-IBC-6. Develop a marketing plan including specific business branding to identify, reach, and retain customers in the targeted global center. BMA-IBC-6

1. Conduct market research to determine target market using primary and secondary data sources to locate information. BMA-IBC-6.1
2. Use market segmentation (behavioral, demographic, psychographic, and geographic differences) to define the target market. BMA-IBC-6.2
3. Establish a customer profile based on the cultural values and norms for specific business venture. BMA-IBC-6.3
4. Create an advertising campaign based on the cultural values and norms of a targeted global center to promote the business product or service. BMA-IBC-6.4
5. Develop a social media campaign based on the cultural values and norms of a targeted global center to promote the business product or service. BMA-IBC-6.5
6. Address and support how the marketing plan is responsive to the culture in the targeted global center. BMA-IBC-6.6
7. Develop the image of the business by creating the logo, slogan, online, and social presence of the business. BMA-IBC-6.7

BMA-IBC-7. 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-IBC-7

1. Explain the goals, mission and objectives of Future Business Leaders of America. BMA-IBC-7.1
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-IBC-7.2

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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-IBC-7.3
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. BMA-IBC-7.4
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-IBC-7.5