Georgia CTAE

Introduction to International Business (7.432)(2022)

Adopted 2022

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

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

BMA-IIB-2. Summarize personal strengths, weaknesses, and personality traits through the completion of different types of assessments. BMA-IIB-2

1. Assess self-interests, values, communication styles, and personalities through the use of personality inventories. BMA-IIB-2.1
2. Compare and contrast strengths and weaknesses as related to personal strengths, weaknesses, and personality traits through inventory assessment results. BMA-IIB-2.2
3. Demonstrate the ability to articulate and critique interests, values, personal traits, communication styles, and behaviors as relatable to an international business career. BMA-IIB-2.3
4. Analyze and describe effective interpersonal communication in an international business work setting. BMA-IIB-2.4

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5. Summarize previous inventory results to describe ideas about self to international dimensions such as: travel, art, music, food, and language. BMA-IIB-2.5

BMA-IIB-3. Collect and compare fundamental business concepts that affect business and international business decision making. BMA-IIB-3

1. Compare and contrast the relationships between the functions of business: accounting, finance, production, marketing, sales, management, quality, human resources, customer service, and supply chain. BMA-IIB-3.1
2. Examine and describe how the Law of Demand, the Law of Supply, prices, and profits work together to determine production and distribution in a global market economy. BMA-IIB-3.2
3. Analyze how profits are made, including how to interpret a profit and loss statement which may include the following elements: labor relations, labor shortages, unemployment, unionization, warranties, supply chain, forecasting, and adjustments. BMA-IIB-3.3
4. Illustrate how rational decision-making and root cause analysis entails comparing the marginal benefits and the marginal costs of an action. BMA-IIB-3.4
5. Investigate how global markets, prices, and competition influence economic behavior. BMA-IIB-3.5

BMA-IIB-4. Summarize from multiple sources the essential management styles, outcomes, vision statements, and needed personality traits used in international business settings. BMA-IIB-4

1. Identify the different types of management styles used in business and international business settings. BMA-IIB-4.1
2. Predict the outcomes of management styles used in business and international business settings to appropriate styles and personal traits needed to effectively lead an organization. BMA-IIB-4.2
3. Collect and summarize the necessary parts to an effective vision and mission statement. BMA-IIB-4.3
4. Analyze and describe the characteristics of effective vision and mission statements created to lead an international business. BMA-IIB-4.4
5. Compare and contrast the pros and cons of sole proprietorship, partnership, and corporation in international business. BMA-IIB-4.5
6. Utilize technology in a variety of ways while solving business problems such as time management, project development, and resource allocations in international business. BMA-IIB-4.6

BMA-IIB-5. Make observations towards the interrelatedness and diversity of geographic, social, cultural, political, and legal factors and how they shape the international business environment. BMA-IIB-5

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1. Analyze and describe the characteristics of effective international business approaches and various business types. BMA-IIB-5.1
2. Compare and contrast the top ten major global business centers, their successes, common traits, and characteristics of effective international business. BMA-IIB-5.2
3. Explore: culture, multiculturalism, stereotyping, cultural, generational, and other biases and their effects on conducting business internationally from an inward and outward perspective. BMA-IIB-5.3
4. Identify and analyze social, historical, and cultural factors that affect business and international business activities. BMA-IIB-5.4
5. Define and investigate the role of importing, exporting, and trade relations. BMA-IIB-5.5

BMA-IIB-6. Apply communication strategies necessary and appropriate for effective and profitable international business relations. BMA-IIB-6

1. Demonstrate appropriate business (oral, written, visual, and digital) communication skills needed in the workplace to facilitate effective information and communication sharing. BMA-IIB-6.1
2. Classify essential social media etiquette requirements and the importance of digital presence in business and international business representations. BMA-IIB-6.2
3. Develop and critique written communications that utilize proper tone, grammar, and biasfree language for the workplace. BMA-IIB-6.3
4. Create visual communication models that work to overcome language and generational barriers, such as customer service, project management, mediation, and related areas. BMA-IIB-6.4
5. Identify and model best practices in customer service for specific or multiple international business settings. BMA-IIB-6.5
6. Demonstrate appropriate etiquette in communication in a multicultural and multigenerational international business environment. BMA-IIB-6.6
7. Recognize and assess complications involved when speaking, writing, or interpreting a language incorrectly. BMA-IIB-6.7
8. Research and evaluate the impact of both verbal and nonverbal communications affecting international business relationships and negotiations and how it might contrast with the United States. BMA-IIB-6.8
9. Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific business purpose. BMA-IIB-6.9

BMA-IIB-7. Recognize the need for ethical business behavior in a global business environment. BMA-IIB-7

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1. Explore strategies for managing ethical behavior globally. BMA-IIB-7.1

2. Compare and contrast ethical and unethical behavior in various countries. BMA-IIB-7.2
3. Develop a logical argument for the need to follow a business's required ethical behavior regardless of the behavior of an international global market. BMA-IIB-7.3
4. Demonstrate an awareness and multiple ways that labor laws differ significantly from country to country. BMA-IIB-7.4
5. Identify international environmental concerns, how international businesses addresses those concerns, and how this might contrast with United States regulations and ethical behavior. BMA-IIB-7.5

BMA-IIB-8. Compare and contrast economic concepts as they relate to international business. BMA-IIB-8

1. Compare and contrast developed and developing countries and their use of different types of currency, trade status, and international impacts on world markets. BMA-IIB-8.1
2. Interpret information from exchange rate formulas and charts. BMA-IIB-8.2
3. Develop an argument about the exchange rate as the price of one nation's currency in terms of another nation's currency. BMA-IIB-8.3
4. Analyze why and when exchange rates change, some groups benefit to these changes, and when some groups or countries may lose during financial fluctuations. BMA-IIB-8.4
5. Compare and contrast absolute advantage and comparative advantage within international business. BMA-IIB-8.5
6. Utilize financial software tools to draw conclusions and demonstrate an understanding of global economic activities. BMA-IIB-8.6

BMA-IIB-9. 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-IIB-9

1. Explain the goals, mission, and objectives of Future Business Leaders of America. BMA-IIB-9.1
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-IIB-9.2
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-IIB-9.3

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4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development. BMA-IIB-9.4
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-IIB-9.5