

Business

International Business and Global Economics

2007

Foundations of International Business	Global Business Environment	Organizational Structures International Business	International Management and Trade Relations	International Marketing	International Finance and Risk Management
<p>Definition: Explain the role of International Business.</p>	<p>Definition: Describe the interrelatedness of social, cultural, political, legal and economic factors that impact the international business environment.</p>	<p>Definition: Identify forms of business ownership / entrepreneurial opportunities available in international business.</p>	<p>Definition: Analyze challenges of International management and trade relations.</p>	<p>Definition: Apply marketing concepts to international business situations.</p>	<p>Definition: Explain the concepts, role and importance of international finance and risk management.</p>
<p>Questions: What are the benefits of international business? Why do countries trade with one another?</p>	<p>Questions: How does one's cultural background affect international business practices? How does the political environment affect international trade?</p>	<p>Questions: How are forms of business ownership different from that of the United States?</p>	<p>Questions: What are the challenges in operations and human resource management in an international business environment.</p>	<p>Questions: What should a company consider when marketing a product / service in another country?</p>	<p>Questions: How do countries determine the value of their currencies? What factors affect international finance?</p>
<p>Indicators: 1. Define international business. 2. Discuss the role the United States has played in international trade. 3. Identify the individual and collective roles that industrialized, developing and less developed countries play in international business.</p>	<p>Indicators: 4. Analyze how the social, cultural, political, legal and economic environments of a given country might impact a company beginning to do business in that country. 5. Evaluate how the political environment and geographic location of a given country impacts international business. 6. Describe the legal systems of various countries and compare them to the codes and laws of the United States. 7. Determine the appropriate business strategies for operating in a foreign market. 8. Compose effective business communications reflecting appropriate tone, style and format.</p>	<p>Indicators: 9. Suggest and appropriate form of business ownership for different international business situations 10. Create an example of joint ventures and strategic alliances for international business activities 11. Describe different organizational structures that a company might use in the international business community</p>	<p>Indicators: 12. Analyze the import/export potential for a good/service and the ability of a company to carry out the role. 13. Identify barriers to international trade and their impact 14. Describe various international trade organizations and agreements and the benefits of each 15. Describe major exports, imports and trading partners for selected countries and the impact on the balance of trade 16. Identify how the management functions of planning, organizing and controlling are affected in international operations and production</p>	<p>Indicators: 17. Identify various factors that influence consumer buying behavior in different countries 18. Discuss the uses of research findings for global business decisions 19. Design a marketing strategy for selling a product/service in a foreign market 20. Select distribution channels for a company involved in international trade 21. Formulate a marketing strategy which incorporates the 4 p's of marketing relevant to international trade</p>	<p>Indicators: 22. Calculate currency exchange transactions 23. Describe the international monetary system including International Monetary Fund, World Bank and Euro-currency 24. Determine the appropriate form of payment for given international trade situations 25. Identify major commercial associated with international business activities 26. Identify strategies to minimize risk in international trade</p>