

## International Business

### Course Overview

International Business is a single-semester course that describes international business and its various aspects. This course begins by describing the impact of globalization and the position of the United States in international business. In this course, you'll learn about global trade theories and policies and identify major world economies. In addition, you'll determine the levels of economic cooperation between the economies, and determine the strategies that are required to enter the international business arena. Finally, you'll explain the importance of human resources in global firms and describe various employability skills required in business.

### Course Goals

By the end of this course, you will:

- Explain the impact of globalization and describe the position of the United States in international business.
- Describe various theories of global trade and investment.
- Identify and describe the key trade and investment policies aimed at controlling international business.
- Identify and describe the key political and legal systems impacting international business.
- Explain the role of the International Monetary Fund and describe foreign exchange systems.
- Identify and describe the key world economies.
- Identify the different levels of economic cooperation and integration among foreign countries.
- Describe the common entry strategies to initiate an international business and explain the importance of fair trade.
- Explain the importance of strategic planning and list the key factors in determining the right marketing mix.
- Identify and describe the key elements in global sourcing and logistics.
- Explain the role of culture in global business and describe ways to deal with cultural diversity.
- Explain the importance of human resources management in a global firm and identify ways to attract and recruit talent.
- Identify and describe various employability skills required in business.

## **General Skills**

To participate in this course, you should be able to do the following:

- Complete basic operations with word-processing software, such as Microsoft Word or Google Docs.
- Perform online research using various search engines and library databases.
- Communicate through email and discussion boards.

*For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.*

## **Credit Value**

International Business is a 1.0-credit course.

## **Course Materials**

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent

## Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course teacher may modify the schedule to meet the specific needs of your class.

Early in this course, you'll need to participate in a leadership or career development activity, such as attending a Toastmasters' meeting, a networking event, or volunteering to organize a food drive for a charity organization.

As part of Unit Activity 3, you will describe your experiences about how this participation helped you develop your interpersonal skills and leadership potential.

Additionally, at the end of the course, as part of the Course Activity, you'll need to identify a job profile in two or three different countries and compare employment options of these countries, such as the salaries, benefits, and prerequisites. Further, you'll have to assess your personal marketability for at least two global positions you've identified. After you've done that, compile a list of instructions to prepare to live in each of these foreign countries.

At the end of the course, you will work on and submit a Course Activity based on your findings.

## Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight
<b>Pretest.</b> <i>Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.</i>	3	0%
<b>Module.</b> <i>Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.</i>	14	20%
<b>Discussion.</b> <i>Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.</i>	3	20%
<b>Unit Activity.</b> <i>Unit Activities are at the end a unit and constitute one or more small tasks. Their purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.</i>	3	15%
<b>Posttest.</b> <i>The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.</i>	3	20%
<b>Course Activity.</b> <i>Course Activities are similar to Unit Activities in scope but may be found at any point in the course, either to prepare the student for new learning or to act as a performance-based activity required for a learning objective. Like Unit Activities, Course Activities include simple rubrics, and sample answers are available for teachers. Course Activities are teacher graded.</i>	1	5%
<b>End of Semester Test.</b> <i>The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.</i>	1	20%
<b>Total</b>	<b>28</b>	<b>100%</b>

\*Teachers may manually adjust these weights if desired, per district grading requirements.

## Unit 1: International Business Fundamentals

### Summary

In this unit, you'll define international business, identify different types of international business, and explain the impact of globalization on such businesses. You'll also describe and analyze various global trade and investment theories. In addition, you'll describe the key trade and investment policies that intend to monitor international business. Finally, you'll identify and explain the political and legal systems that influence international business.

Day	Activity/Objective	Type
1 day: 1	<b>Syllabus and Plato Student Orientation</b> <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
5 days: 2-6	<b>International Business Environment</b> <i>Explain the impact of globalization and describe the position of the United States in international business.</i>	Lesson
5 days: 7-11	<b>Theories of Global Trade and Investment</b> <i>Describe various theories of global trade and investment.</i>	Lesson
5 days: 12-16	<b>Trade and Investment Policies</b> <i>Identify and describe the key trade and investment policies aimed at controlling international business.</i>	Lesson
5 days: 17-21	<b>Politics and laws</b> <i>Identify and describe the key political and legal systems impacting international business.</i>	Lesson
3 days: 22-24	<b>Unit Activity/Threaded Discussion - Unit 1</b>	Unit Activity
1 day: 25	<b>Unit Game – Para Jumble</b>	Game
1 day: 26	<b>Post-test—Unit 1</b>	Assessment

## Unit 2: International Business Transactions

### Summary

In this unit, you'll explain the roles, opportunities, and challenges of the International Monetary Fund. You'll also explain the purpose of foreign exchange and global capital markets and describe the impact of venture capital on international business. In addition, you'll describe the key elements of developed, developing, and emerging market economies. Finally, you'll identify the different levels of economic integration among foreign countries.

Day	Activity/Objective	Type
5 days: 27-31	<b>International Monetary System</b> <i>Explain the role of the International Monetary Fund and describe foreign exchange systems.</i>	Lesson
5 days: 32-36	<b>Foreign Exchange and Global Capital Markets</b> <i>Explain the purpose and functions of foreign exchange and global capital markets.</i>	Lesson
5 days: 37-41	<b>World Economies</b> <i>Identify and describe the key world economies.</i>	Lesson
5 days: 42-46	<b>Economic Cooperation and Integration</b> <i>Identify the different levels of economic cooperation and integration among foreign countries.</i>	Lesson
3 days: 47-49	<b>Unit Activity/ Threaded Discussion - Unit 2</b>	Unit Activity
1 day: 50	<b>Unit Game – Space Jumble</b>	Game
1 day: 51	<b>Post Test – Unit 2</b>	Assessment

## Unit 3: Going Global

### Summary

In this unit, you'll explain the common entry strategies to initiate global business. You'll also define fair trade and describe its benefits in domestic and international business. Next, you'll describe the elements of business, corporate, and international strategies. Further, you'll identify and describe the key elements in global sourcing and logistics. In addition, you'll explain the ways in which culture influences business. You'll also identify the role of human resources management in global business. Finally, you'll identify and describe the various employability skills required in business.

Day	Activity/Objective	Type
5 days: 52-56	<b>Strategies to Enter the International Market</b> <i>Describe the common entry strategies to initiate an international business and explain the importance of fair trade.</i>	Lesson
5 days: 57-61	<b>Strategic Planning and Marketing</b> <i>Explain the importance of strategic planning and list the key factors in determining the right marketing mix.</i>	Lesson
5 days: 62-66	<b>Global Sourcing and Logistics</b> <i>Identify and describe the key elements in global sourcing and logistics.</i>	Lesson
5 days: 67-71	<b>Cultural Elements in International Business</b> <i>Explain the role of culture in global business and describe ways to deal with cultural diversity.</i>	Lesson
5 days: 72-76	<b>Human Resources Management</b> <i>Explain the importance human resources management in a global firm and identify ways to attract and recruit talent.</i>	Lesson
5 days: 77-81	<b>Employability Skills</b> <i>Identify and describe various employability skills required in business.</i>	Lesson
3 days: 82-84	<b>Unit Activity/ Threaded Discussion - Unit 3</b>	Unit Activity

<b>Day</b>	<b>Activity/Objective</b>	<b>Type</b>
1 day: 85	<b>Unit Game – Thwack-A-Mole</b>	Game
2 days:	<b>Course Activity</b>	Course Activity
1 day: 88	<b>Post-test – Unit 3</b>	Assessment
1 day: 89	<b>Semester Review</b>	
1 day: 90	<b>End-of-Semester Test</b>	Assessment

## **Course Map**

You will achieve course level objectives by completing each lesson’s instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the [course map](#).