

Course Framework

Course Title	International Business
Grade Level	11 & 12
Semesters (1-2-3-4)	1
Prerequisite	None
Course Description (should come directly from Program of Study or other published document)	This course is designed to help students prepare for work in a global economy. Students will gain an understanding of cultural and social influences, international communications, international trade, government and legal influences, currency and risk management, production and quality control, accounting and finance practices, and human resource management. Students will also explore international careers, as well as diversity in the American workplace.
District-approved Materials and/or Resources	Dlabay, Les R., and Scott, James Calvert. <u>International Business</u> , 3e. Thomson-Southwestern, 2006. Teacher Resource Guide and assessment bank

Unit Frameworks

<p>Unit of Study: major topics</p>	<p>1. The global economy, cultural and government influences</p>	<p><u>Resources that will support instruction</u></p> <ul style="list-style-type: none"> • District approved textbook • Online video: Did you know? And did you know 2? • http://www.teachertube.com/view_video.php?viewkey=799aaa845e1c2e8a762b • http://www.teachertube.com/view_video.php?viewkey=6f2c2eba77f39993d118 • Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Discovery Education Video: How to Study Cultures - How Economic Activities Define a Culture http://www.unitedstreaming.com/search/assetDetail.cfm?guidAssetID=78A7D498-2E0D-48F9-81B3-0991FE803190 • Net Bookmark: China’s acceptance into the WTO • Net Bookmark: Development and underdevelopment • Net Bookmark: The caste system in modern India • Net Bookmark: Does trade promote democracy?
<p>Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit</p>	<p><u>Alignment with Illinois Learning Standards for English:</u> 1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings 1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices. 1.B.5a Relate reading to prior knowledge and experience and make connections to related information. 1.B.5d Read age-appropriate material with fluency and accuracy. 1.C.5b Analyze and defend an interpretation of text. 1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material. 1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others. 4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.</p> <p><u>Alignment with Illinois Learning Standards for Social Sciences:</u> 14.E.1. Describe the development of the United States as world leader in international relations (e.g., finance, defense, trade).</p>	

	<p>18.A.h.4 Define the concept of the global community.</p> <p>15.A.e.1 Explain how a market economy answers the three basic economic questions.</p> <p>15.A.g.1. Explain that consumer demand determines what a producer will produce in a market economy.</p> <p>15.A.1. Analyze the differences between market economy and command economies (i.e., private ownership, methods of allocation).</p> <p>15.A.2. Demonstrate how GDP can be used as a measurement of a country's economic growth or decline over time.</p> <p>15.A.5. Analyze the impact of inflation and deflation on lenders, savers, borrowers, people on fixed incomes, and on the economy as a whole.</p> <p>15.A.6. Analyze the factors that lead to different unemployment rates for various groups (e.g., different ethnic groups, income levels, gender, age, and regions of the country).</p> <p>15.B.f.1 Explain that a market exists whenever buyers and sellers exchange goods and services.</p> <p>15 C.j.1. Describe the characteristics that distinguish between perfect competition, monopolistic competition, oligopoly, and monopoly.</p> <p>15.C.2. Analyze the impact of reduced competition on consumers</p> <p>15.C.5. Explain how the pursuit of self-interest in competitive markets affects national well being.</p> <p>15.C.6. Demonstrate how increases in productivity result from advances in technology and other resources.</p> <p>16.C.6. Evaluate the economic impact and consequences of major cultural exchanges.</p> <p>16.C.7. Evaluate the consequences of capitalism, socialism, and communism upon the countries that have adopted them. (W)</p> <p>16.D.6. Describe the impact of cultural diffusion and cultural encounters upon the political, economic, and environmental aspects of different cultures. (W)</p> <p>17.A.1. Determine approximate locations of places, both local and global, featured in a newspaper or television story.</p> <p>18.C.2. Analyze the social effects of major cultural exchanges.</p> <p>18.C.3. Give examples of global communication and economic activity.</p>
<p>Objectives</p> <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<ul style="list-style-type: none"> • Distinguish between domestic and international business. • Understand why international business is important. • Understand that international business is not a recent event. • Describe international business activities. • Explain the components of the international business environment. • Name important skills to be successful in international business. • Describe the importance of international business for workers, consumers and citizens. • Describe the basic economic problem. • List the steps of the decision-making process. • Describe how the market sets prices. • Explain the causes of inflation.

	<ul style="list-style-type: none"> • Name the three main factors of production. • Understand how different countries make economic decisions. • Describe the factors that affect economic development. • Identify the different levels of economic development. • Discuss economic principles that explain the need for international trade. • Identify various measures of economic progress and development. • Describe influences of culture on global business activities. • Explain the role of subcultures. • Describe how family relationships can affect culture. • Explain the role of societal influences on culture. • Identify and explain five major types of values that vary from culture to culture. • Describe the two major reactions to cultural differences. • Discuss various political systems around the world. • Explain the political environment for a company’s host and home countries. • Describe the laws and trade barriers that can discourage global business. • Explain how political risks can disrupt global business activities. • Identify the major types of taxes that governments impose around the world. • Explain government actions that can encourage global business activities. • Discuss U.S. government agencies that can help reduce international risk. • Describe how tax incentives encourage global business.
Assessments	<p>Map-poster showing locations of trade with other countries (each group assigned different country.)</p> <p>Business memo: international business/job opportunities and required skills & education.</p> <p>Writing assignment on less-developed country, describing ways to improve economic development and quality of life.</p> <p>Research, Writing, and Presentation Assignment :</p> <ul style="list-style-type: none"> ○ French –Speaking Province of Quebec: efforts to preserve its cultural heritage ○ Economic Conditions around the World. ○ Cultural Analysis of a Foreign Market ○ The Global Entrepreneur – Assessing Political Risk and Legal Restrictions <p>Business, culture and cuisine</p> <p>Test on unit, including multiple choice, true/false, and reading excerpt.</p>

Unit Frameworks

<p>Unit of Study: major topics</p>	<p>2. Business structures, imports/exports/trade relations, foreign exchange, international trade, legal agreements, global entrepreneurship and small business management</p>	<p><u>Resources that will support instruction</u></p> <ul style="list-style-type: none"> • District approved textbook • Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Net Bookmark: Franchise self-apptitude test • Net Bookmark: The WTO • Net Bookmark: Universal currency converter • Net Bookmark: The International Chamber of Commerce • Net Bookmark: The Small Business Administration • Guest speaker
<p>Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit</p>	<p><u>Alignment with Illinois Learning Standards for English:</u></p> <p>1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings</p> <p>1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices.</p> <p>1.B.5a Relate reading to prior knowledge and experience and make connections to related information.</p> <p>1.B.5d Read age-appropriate material with fluency and accuracy.</p> <p>1.C.5b Analyze and defend an interpretation of text.</p> <p>1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material.</p> <p>1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others.</p> <p>4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.</p> <p><u>Alignment with Illinois Learning Standards for Social Sciences:</u></p> <p>15.D.1. Define balance of trade.</p> <p>15.D.3. Define the exchange rate.</p> <p>15.D.4. Explain how the forces of supply and demand determine exchange rates.</p> <p>15.D.5. Calculate the prices of products for exchange of goods between two nations using current data.</p> <p>15.D.6. Analyze the impact on consumers and producers in both countries when the exchange rate for their currencies changes.</p> <p>15.D.7. Explain why comparative advantage changes over time.</p>	

	15.D.8. Explain how measures of productivity are used in producer decisions.
Objectives <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<ul style="list-style-type: none"> • Describe the advantages and disadvantages of sole proprietorships and partnerships. • Explain the characteristics of corporations. • Name other forms of business ownership. • Describe the activities, characteristics, and concerns of multinational companies. • Identify five low risk methods for getting involved in international business. • Discuss higher risk methods for getting involved in international business. • Explain the importance of importing. • Identify the four steps of importing. • Discuss the steps of the exporting process. • Describe the exporting of services. • Identify the economic effects of foreign trade. • Describe the types of trade agreements between countries. • List factors that affect international business competition. • Explain the types of competitive market situations. • Explain the role of money and currency systems in international business. • Identify the factors that affect the value of currency. • Discuss foreign exchange activities. • Describe the main activities of the World Bank and the International Monetary Fund. • Discuss payment methods and financing sources for international business transactions. • Explain other payment methods and financial documents used in international trade. • Identify and explain legal systems upon which international law is based. • Explain product liability. • Explain laws and international trade agreements that protect property rights. • Describe when an agreement has all the components of a contract. • Describe different ways to resolve international legal disputes. • Explain the litigation process. • Describe the role of the International Court of Justice in international business. • Explain the importance of entrepreneurs in the development of an economy. • Differentiate between the types of entrepreneurial businesses. • Describe telecommuting and the effect of technology on home based businesses.

	<ul style="list-style-type: none"> • Evaluate self-employment as a career option. • Describe the first three sections of a business plan. • Outline the process of financing a small business. • Identify the major business activities of a small business manager.
Assessments	<p>Map/poster: locate examples of multinational companies in different countries.</p> <p>Opinion survey of students/parents/teachers determining attitudes toward products and companies of other countries.</p> <p>Investigate and prepare a summary in memo form, regarding the duties and customs procedures for an Asian country.</p> <p>Create a timeline in Excel illustrating the changing value of the dollar to other major currencies.</p> <p>Calculate the U.S. dollar value of foreign exchange transactions.</p> <p>Create a logo for a product that could be used in many countries around the world.</p> <p>Create a display with variable and fixed costs for different types of businesses, using magazine picture or creative drawings.</p> <p>Research, Writing, and Presentation Assignment :</p> <ul style="list-style-type: none"> ○ Planning and organizing global business operations ○ Developing an exporting plan ○ The changing value of currencies ○ Laws around the world <p>Business, culture and cuisine</p> <p>Test on unit, including multiple choice, true/false, and reading excerpt.</p>

<p>Unit of Study: major topics</p>	<p>3. Management in a global environment: management principles, human resources, international career planning, organized labor.</p>	<p><u>Resources that will support instruction</u></p> <ul style="list-style-type: none"> • District approved textbook • Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Net Bookmark: Business across cultures • Net Bookmark: Preparing for an international career • Net Bookmark: Mapping your future • Net Bookmark: Underage unions – child laborers speak up • Guest speaker
<p>Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit</p>	<p><u>Alignment with Illinois Learning Standards for English:</u></p> <p>1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings</p> <p>1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices.</p> <p>1.B.5a Relate reading to prior knowledge and experience and make connections to related information.</p> <p>1.B.5d Read age-appropriate material with fluency and accuracy.</p> <p>1.C.5b Analyze and defend an interpretation of text.</p> <p>1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material.</p> <p>1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others.</p> <p>4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.</p> <p><u>Alignment with Illinois Learning Standards for Social Sciences:</u></p> <p>15.D.9. Analyze the relationship between standards of living and the productivity of labor.</p> <p>15.D.10. Identify ways in which the productivity of labor can be increased.</p> <p>15.D.11. Analyze how increased productivity of labor benefits both employers and employees.</p> <p>15.D.12. Analyze the impact of increased wages (all other factors constant) on the supply and demand of labor.</p> <p>15.D.13. Analyze the relationship between incentives that reward innovation and investments and the rate of increase of productivity.</p> <p>15.E.6. Explain how investing in new physical or human capital may increase future production and consumption.</p> <p>18.C.5. Analyze how global communications have affected cultural exchanges in the contemporary world.</p>	

<p>Objectives</p> <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<p>Explain the characteristics of successful managers and how management styles vary.</p> <p>Understand the effect of cultural differences on a global workforce.</p> <p>Describe the basic components of the process of managing.</p> <p>Differentiate between organizational structures based on function, product and geography.</p> <p>Discuss factors that affect the levels of management in an organization.</p> <p>Describe the four stages through which a business passes to reach global status.</p> <p>Explain the differences between management today and the way it is expected to be in the future.</p> <p>Differentiate between host country-nationals, parent-country nationals, and third-country nationals.</p> <p>Define the four dominant human resources management approaches.</p> <p>Explain how staffing needs are determined.</p> <p>Describe how potential employees are recruited.</p> <p>Describe three factors to consider when hiring job applicants.</p> <p>Understand the importance of training and development for global employees.</p> <p>Identify the four common types of training and development for international employees.</p> <p>Explain how training and development programs reduce the chance of employee failure.</p> <p>Explain the common components of compensation packages for parent-country nationals.</p> <p>Understand the employee motivation is culturally based.</p> <p>Appreciate the complexities of evaluating employee performance in an international setting.</p> <p>List strategies that help minimize repatriation problems.</p> <p>Describe the steps of the career planning process.</p> <p>List sources of career planning information.</p> <p>Identify factors that affect job availability.</p> <p>Describe the important elements of a resume.</p> <p>Explain successful interview techniques.</p> <p>Describe other documents that may be involved in applying for a job.</p> <p>Explain why careers can develop and change.</p> <p>Explain how to prepare for international careers.</p> <p>Describe historical reasons why labor unions were formed and the legal problems they faced.</p> <p>Discuss the effects and nature of international labor activities.</p> <p>Discuss the history of labor unions and their current status.</p> <p>Explain how union representation is achieved.</p> <p>Describe methods used to settle labor negotiations.</p> <p>Describe how union and management goals are similar.</p>
<p>Assessments</p>	<p>Business memos re: extended lunch breaks. Compare autocratic manager to free-rein manager</p> <p>Business Memo: the effects of Islamic law on employees and necessary</p>

	<p>accommodations</p> <p>Research, Writing, and Presentation Assignment:</p> <ul style="list-style-type: none">○ Identifying management skills and organizational structure○ Human resources management○ Planning an international career○ Labor-management relations <p>Business, culture and cuisine</p> <p>Test on unit, including multiple choice, true/false, and reading excerpt.</p>
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<p>Unit of Study: major topics</p>	<p>4. Information and production systems for global business</p>	<p><u>Resources that will support instruction</u></p> <ul style="list-style-type: none"> • District approved textbook • Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Net Bookmark: Breaking the language barrier • Net Bookmark: Robots for home use
<p>Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit</p>	<p><u>Alignment with Illinois Learning Standards for English:</u></p> <p>1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings</p> <p>1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices.</p> <p>1.B.5a Relate reading to prior knowledge and experience and make connections to related information.</p> <p>1.B.5d Read age-appropriate material with fluency and accuracy.</p> <p>1.C.5b Analyze and defend an interpretation of text.</p> <p>1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material.</p> <p>1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others.</p> <p>4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.</p> <p><u>Alignment with Illinois Learning Standards for Social Sciences:</u></p> <p>15.C.6. Demonstrate how increases in productivity result from advances in technology and other resources.</p> <p>15.C.7. Analyze the impact on the producer's level of competitiveness in the marketplace given examples of new products that resulted from technological changes.</p> <p>15.E.5. Explain how technological development affects current and future consumption, production, and overall competitiveness in the marketplace.</p> <p>17.D.2. Formulate generalizations about how technological developments have affected the quality of life in regions and nations throughout the world.</p> <p>18.A.5. Assess the impact of outside influences on a given culture (e.g., western music on Asian society).</p> <p>18.A.6. Give an example of a technological change creating cultural dissonance.</p> <p>18.B.7. Explain how policymakers influence social and economic statuses (e.g., tax policy, child labor laws, suffrage).</p>	

<p>Objectives</p> <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<ul style="list-style-type: none"> • Explain why information is power in the global economy. • Describe the three major components of global information systems. • Explain some of the factors to consider when planning and developing global information systems. • Explain global information challenges arising from country and cultural issues. • Explain how technology issues create challenges to global information systems. • Diagram the basic model for all production processes. • Summarize methods of operations management. • Describe the different production methods used in various countries. • Identify two ways production output is measured. • Differentiate between producing products and creating services. • Describe how technology influences office activities.
<p>Assessments</p>	<p>Business memo: challenges to US companies creating a global metric-based information system</p> <p>Writing activity: identify companies that contribute to the local economy and resources might have attracted them.</p> <p>Internet assignment: identify five natural resources a (given) country supplies to the rest of the world.</p> <p>Identify companies that are vertical integrated and horizontally integrated.</p> <p>Research, Writing, and Presentation Assignment :</p> <ul style="list-style-type: none"> ○ Developing an international business information system ○ Production planning for global business <p>Business, culture and cuisine</p> <p>Test on unit, including multiple choice, true/false, and reading excerpt.</p>

<p>Unit of Study: major topics</p>	<p>5. Marketing in a global economy: consumer behavior, developing goods, pricing and distribution, promotional strategies</p>	<p><u>Resources that will support instruction:</u></p> <ul style="list-style-type: none"> • District approved textbook • Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Speaker: Tom Potkanowicz, SVP Product Development, General Mills • Net Bookmark: Maslow's Hierarchy • Net Bookmark: Development in packaging • Net Bookmark: The Silk Road • Net Bookmark: Subliminal messages • Guest speaker
<p>Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit</p>	<p><u>Alignment with Illinois Learning Standards for English:</u></p> <p>1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings</p> <p>1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices.</p> <p>1.B.5a Relate reading to prior knowledge and experience and make connections to related information.</p> <p>1.B.5d Read age-appropriate material with fluency and accuracy.</p> <p>1.C.5b Analyze and defend an interpretation of text.</p> <p>1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material.</p> <p>1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others.</p> <p>4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.</p> <p><u>Alignment with Illinois Learning Standards for Social Sciences:</u></p> <p>15.C.8. Analyze how the marketing of a new or improved product can create job opportunities as well as eliminate job opportunities.</p> <p>15.C.9. Analyze the impact entrepreneurs and their business or idea has on consumers and the economy.</p>	
<p>Objectives</p> <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<ul style="list-style-type: none"> • Describe the nature of markets. • Identify trends that influence global marketing opportunities. • List the four elements of the marketing mix. • Describe a marketing plan and its use in global marketing activities. 	

	<ul style="list-style-type: none"> • Explain the international marketing environment. • Identify factors that influence consumer behavior in different countries. • Describe the methods used to segment markets and identify a target market. • Describe sources of product opportunities for international marketing. • Identify categories of consumer products and the importance of product lines. • Explain how services are marketed. • Discuss the steps in the new product development process and the marketing research process. • Describe data collection methods used in international marketing research. • Describe branding and packaging techniques used by global business organizations. • Explain actions involved in planning a global product strategy. • Explain the factors that must be considered by businesses when setting prices. • Describe pricing methods used by businesses. • Discuss some pricing factors that are unique to global markets. • Contrast direct and indirect channels of distribution. • Describe the activities of agents, wholesalers and retailers. • Explain the role played by global intermediaries. • Summarize the shipping requirements for international distribution. • Compare transportation modes available to international distributors. • Diagram the elements of the communication process. • Describe the elements of the promotional mix. • Explain the activities involved in planning advertising for global markets. • Explain the advantages of using an advertising agency. • Summarize the personal selling process used in international business. • Discuss the use of public relations and sales promotion by multinational companies.
<p>Assessments</p>	<p>Poster/bulletin board: goods and services from other countries sold in the U.S.</p> <p>Prepare a letter of application for a job with an international marketing firm, explaining how your knowledge could be useful to the company, and providing methods the company could use to enhance its international marketing plan.</p> <p>Create an idea for a product or service demonstration that allows the potential customer to see, hear, or touch some aspect of the item.</p> <p>Research, Writing, and Presentation Assignment :</p> <ul style="list-style-type: none"> ○ Creating an international marketing plan ○ Product planning for international marketing ○ Creating a global promotional mix

	Business, culture and cuisine Test on unit, including multiple choice, true/false, and reading excerpt.
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Unit of Study: major topics	6. Global financial management: activities & risk.	<u>Resources that will support instruction</u> <ul style="list-style-type: none"> • District approved textbook Friedman, Thomas L. <u>The World is Flat</u>, 3e. Farrar, Straus, and Giroux, 2005. • Speaker: Wayne Conner, CEO, Elgin National Industries • Net Bookmark: The stock market • Net Bookmark: The Law of Funds • Field trip to Chicago Mercantile Exchange or guest speaker
Illinois Learning Standards, Benchmarks, National Standards Assessment Frameworks, or other standards that will be taught in this unit	<u>Alignment with Illinois Learning Standards for English:</u> 1.A.5a Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings 1.A.5b Analyze the meaning of abstract concepts and the effects of particular word and phrase choices. 1.B.5a Relate reading to prior knowledge and experience and make connections to related information. 1.B.5d Read age-appropriate material with fluency and accuracy. 1.C.5b Analyze and defend an interpretation of text. 1.C.5d Summarize and make generalizations from content and relate them to the purpose of the material. 1.C.5f Use tables, graphs and maps to challenge arguments, defend conclusions and persuade others. 4.B.5b Use speaking skills to participate in and lead group discussions; analyze the effectiveness of the spoken interactions based upon the ability of the group to achieve its goals.	
Objectives <ul style="list-style-type: none"> • Conceptual • Factual • Procedural 	<ul style="list-style-type: none"> • Describe the flow of funds for international business. • Identify types of global financial institutions. • Describe how and where stocks are sold. • Describe factors that affect stock prices. • Describe the different types of bonds and how investors earn money from bonds. • Describe the role of other global financial markets. • Describe two major goals of investors. • Analyze international investment opportunities. • Identify major sources of investment information. • Describe the types of risks related to international business activities. • Discuss the risk management process. • Explain the basic elements of insurance coverage. • Describe elements of an insurance policy. • Identify the major types of insurance coverage for international business activities. 	

	<ul style="list-style-type: none"> • Describe strategies that multinational companies use to reduce risk.
<p>Assessments</p>	<p>Business memo: explain how climate, terrain, waterways, and natural resources of a country could affect the investment in that nation.</p> <p>Poster/map: countries that have had political unrest or military conflicts in recent years.</p> <p>Business memo: list and discuss methods that companies could use to reduce business risk</p> <p>Research, Writing, and Presentation Assignment :</p> <ul style="list-style-type: none"> ○ Creating an international business plan ○ International financial activities ○ Global risk management <p>Business, culture and cuisine</p> <p>Test on unit, including multiple choice, true/false, and reading excerpt.</p>