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| **Competency A: Basic International Concepts**  | **Minimum: 15** |
| **Task** |  |
| 1.       Define international business and explain terms and concepts related to international business and marketing. |   |
| 2.       Compare and contrast the types of economic systems. |   |
| 3.       List characteristics that define the various levels of economic development of countries. |   |
| 4.       Explain the impact international business has on consumers, business, and countries. |   |
| 5.       Define terms such as inflation, gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living. |   |
| 6.       Discuss the role the U.S. has played in international trade throughout history. |   |
| 7.       Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations. |   |
| 8.       Identify major trading regions and nations within those regions. |   |
| 9.       Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country’s economic development. |   |
| 10.   Identify the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources. |   |
| 11.   Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business. |   |
| 12.   Compare and contrast international and domestic business and marketing activities. |   |
| 13.   Identify how economic issues (e.g., inflation, foreign debt, GD, PPP, interest rates, and cost of living) affect international business activities. |   |
| 14.   Explain the relationship between international events and business activities. |   |
| 15.   Evaluate how the political environment and geographic location of a given country impact international business and how business operates. |   |
| 16.   Identify international trade partners and describe the trading patterns of companies based on region, state, and country. |   |

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| **Competency B: Ownership and Management**  | **Minimum: 15** |
| **Task** |  |
| 1.       Identify types of ownership of selected businesses involved in international trade. |   |
| 2.       Analyze the importance of entrepreneurs in an international market. |   |
| 3.       Describe different organizational structures that a company might use in the international environment. |   |
| 4.       Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and productions. |   |
| 5.       Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays) |   |
| 6.       Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly, and oligopoly. |   |
| 7.       Identify risks and rewards related to doing business in a foreign market. |   |
| 8.       Describe the advantages and disadvantages of expansion into international business activities for a given business. |   |
| 9.       Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced. |   |
| 10.   Explain how social, cultural, and political factors affect the new product development process. |   |
| 11.   List factors that affect international business competition. |   |
| 12.   Describe various opportunities for conducting international business (e.g. licensing, exporting, franchising, and joint ventures). |   |
| 13.   Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international business opportunities. |   |
| 14.   Describe the role and purpose of the International Organization for Standardization. |   |
| 15.   Assess the impact of quality management standards, especially ISO 9000 and QS 9000, on the international business community. |   |

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| **Competency C: Legal Issues**  | **Minimum: 5** |
| **Task** |  |
| 1.       Recognize the legal issues related to managing a business in the global environment. |   |
| 2.       Describe the difference between the legal systems of various countries and the U.S. (e.g., codes, statutes, and common law) |   |
| 3.       Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries. |   |
| 4.       Appraise the protection provided to businesses by the components of international law. |   |
| 5.       Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial systems, and repatriation. |   |
| 6.       Identify the levels of regulation applied intellectual properties (e.g., copyrights, trademarks, and patents) in different countries. |   |
| 7.       Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures. |   |
| **Competency D: Communication (including culture and language)**  | **Minimum: 7** |
| **Task** |  |
| 1.       Describe information systems and communications for international business. |   |
| 2.       Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally. |   |
| 3.       Compose effective business communications based on an understanding of the differences in tone, style, and format of other countries. |   |
| 4.       Identify examples of nonverbal communications affecting international business relationships and negotiations. |   |
| 5.       Discuss complications involved when speaking, writing, or interpreting a language incorrectly (introductions, American jargon,). |   |
| 6.       Identify distinctive social and cultural factors that affect business activities/etiquette in a multicultural environment (e.g. gender, time, schedules, holidays, gifts, and attire). |   |
| 7.       Compare the business protocol of various countries (e.g., involvement of subpopulations—women and minorities; gift giving) |   |
| 8.       Describe how the process of negotiating may be affected by cultural differences. |   |
| 9.       Describe the role and use of electronic communication tools (e.g., video and computer-conferencing, webcasts, podcasting, and blogging) in international business activities. |   |
| 10.   Analyze the effect of security measures and practices related to electronic business communication. |   |

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| **Competency E: Marketing** | **Minimum: 15** |
| **Task** |  |
| 1.       Define international marketing and apply technical words that pertain to international marketing. |   |
| 2.       Describe what a company must consider when marketing a product/service in other countries. |   |
| 3.       Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures. |   |
| 4.       Describe how language, culture, media availability, and regulations affect international advertising and marketing. |   |
| 5.       Describe how consumer behavior and foreign markets can affect the elements of the marketing mix. |   |
| 6.       List the importance of marketing research and describe data collection methods appropriate for various international marketing research situations. |   |
| 7.       Define the steps in the marketing research process—from defining a problem to communicating results. |   |
| 8.       Identify promotion strategies that can be used to promote products internationally. |   |
| 9.       Explain how product packaging is affected by culture and how it may need to be altered before the product is marketed in a new environment. |   |
| 10.   Explain quality standards as they relate to product development and packaging. |   |
| 11.   Describe how the product life cycle can be affected in an international business environment. |   |
| 12.   Compare the pricing strategy for a product sold both domestically and internationally. |   |
| 13.   Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets. |   |
| 14.   Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs’ brokers. |   |
| 15.   Contrast direct and indirect distribution channels for international marketing. |   |
| 16.   Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, and perishability). |   |
| 17.   Describe shipping terms (e.g., FOB and CIF) and explain the purpose of shipping documents used for transporting products to other countries. |   |
| 18.   Explain how political risks can disrupt selling and buying across borders. |   |
| 19.   Design a marketing strategy for selling a product or a service in an international market. |   |

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| **Competency F: Taxes and Government Regulations**  | **Minimum: 3** |
| **Task** |  |
| 1.       Differentiate between types of governments. |   |
| 2.       Debate the various strategies governments use to control international trade. |   |
| 3.       Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance. |   |
| 4.       Discuss the impact of inflation and tax structures on international business decisions. |   |
| **Competency G: Treaties and Trade Agreements** | **Minimum: 7** |
| **Task** |  |
| 1.       Describe the economic effects of foreign trade. |   |
| 2.       Identify activities and risks associated with importing and exporting. |   |
| 3.       Discuss the benefits to countries for entering into trade agreements. |   |
| 4.       Describe the basic structure of the U.S. Customs Service. |   |
| 5.       Recognize the government’s role and assistance in international trade.  |   |
| 6.       Explain how historical events have contributed to the formation of strategic trade alliances. |   |
| 7.       Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives. |   |
| 8.       Describe several international trade agreements and organizations (e.g., WTO GATT, EU, NAFTA, and MERCOSUR). |   |
| 9.       Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction. |   |
| 10.   Analyze a country’s balance of trade and the specific conditions that can improve its trading potential. |   |
| 11.   Identify information and sources of financial assistance for facilitating the import/export process. |   |
| 12.   Define procedures and documentation associated with foreign trade and the transportation of goods. |   |
| 13.   Discuss how companies comply with U.S. customs regulations related to their product or service. |   |
| **Competency H: Currency Exchange** | **Minimum: 3** |
| **Task** |  |
| 1.       Identify factors that affect the value of currency and calculate foreign exchange rates of various currencies. |   |
| 2.       Explain how currency exchange rates affect international trade and business transactions. |   |
| 3.       Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible). |   |
| 4.       Explain how fluctuating currency and interest rates affect international trade. |   |

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| **Competency I: Finance** | **Minimum: 15** |
| **Tasks** |  |
| 1.       Define terms related to international finance. |   |
| 2.       List sources of capital for international, transnational, multinational, and global companies. |   |
| 3.       Explain how a business finances trade with a business in another country. |   |
| 4.       Analyze the global impact of the stock and bond markets. |   |
| 5.       Identify countertrade, offset, and noncash transactions in world trade. |   |
| 6.       Describe the international monetary system, including the International Monetary Fund and the World Bank. |   |
| 7.       Identify essential components of payment documents used in payment for international trade activities. |   |
| 8.       Critically examine equity and debt capital and their use in international businesses. |   |
| 9.       Compare the international financial institutions and markets. |   |
| 10.   Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange) and discuss strategies to minimize this risk. |   |
| 11.   Describe the impact of direct foreign investment on local economics. |   |
| **Competency J: Human Resource Management** | **Minimum: 5** |
| **Tasks** |  |
| 1.       Describe the different living and working conditions found in various countries. |   |
| 2.       Assess how social and cultural factors influence the human resource functions (e.g., recruitment selection; employee development; evaluation; compensation, promotion, benefit, and incentives; and separation, termination, and transition). |   |
| 3.       Identify how motivational techniques for workers may differ when used in different cultures. |   |
| 4.       Assess the impact of various occupational health and safety standards on conducting international business. |   |
| 5.       Analyze methods used to resolve management-labor conflicts in different cultures/countries. |   |
| 6.       Explain the advantages and disadvantages to a company of having access to a global labor pool. |   |

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| **Competency K: Ethics** | **Minimum: 5** |
| **Tasks** |  |
| 1.       Define ethics and social responsibility. |   |
| 2.       Identify ethical character traits and values shared by various cultures (e.g., honesty, integrity, compassion, and justice.) |   |
| 3.       Explain how a country’s culture, history, and politics can influence ethical decisions. |   |
| 4.       Identify current and emerging ethical issues in the global business environment. |   |
| 5.       Identify pressures that international firms may face when dealing with ethical business issues. |   |
| 6.       Discuss potential consequences of unethical business dealings in various international settings. |   |
| 7.       Analyze the effect of an international business organization’s actions on a host country, the company’s home country, owners, employees, consumers, and society. |   |
| **Competency L: International Travel** | **Minimum: 3** |
| **Task** |  |
| 1.       Describe the major types of agreements among countries that affect travel. |   |
| 2.       Use technology and international travel resources to access information on international travel (e.g., travel restrictions and health requirements, transportation, travel documents, etc.).  |   |
| 3.       Identify the requirements for securing travel and employment documents. |   |
| 4.       Identify and locate major U.S. representational offices and sources of assistance located abroad. |   |
| 5.       Explain the role of U.S. Customs and the customs agencies of other countries. |   |
| 6.       Assess risk involved in international business travel. |   |
| **Competency M: Career Development**  | **Minimum: 2** |
| **Task** |  |
| 1.       Identify sources of international career information. |   |
| 2.       Research and analyze career opportunities in international business. |   |
| 3.       Describe the skills and qualifications needed for success in the international business career path. |   |
| 4.       Compare the application, interview, and hiring practices of various cultures. |   |

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