

Idaho PTE Business Education Course w/Essential Learning Outcomes

Course Title

INTRODUCTION TO INTERNATIONAL BUSINESS MARKETING

SDPTE Course ID

BE 0340 (ME 0340)

IBED

IBED 12056

A course designed to provide students an introduction to international business and marketing. Topics will include exporting and importing basics, international economics and finance, distribution, laws and regulations, entrepreneurship, trade documentation, and employability skills.

Term

Semester/Trimester

Preq

BE 0300 (ME 0300)

Notes:

Business Law BLaw_1: Demonstrate Knowledge of Basics of the Law

BLaw_1.1 Analyze the relationship between ethics and the law.

Business Law BLaw_2: Demonstrate Knowledge of Contract Law, Law of Sales, and Consumer Law

BLaw_2.1 Describe the nature of a contractual relationship and analyze the relationship between it and law of sales and consumer law.

Business Law BLaw_4: Demonstrate Knowledge of Business Organizations

BLaw_4.2 Define and distinguish among different types of corporations, discuss why a corporation is a legal entity and interpret the laws that effect them.

Career Development CDev_2: Demonstrate Knowledge of Career Research

CDev_2.3 Demonstrate an understanding of career opportunities at an international level.

Communications Comm_4: Demonstrate Knowledge of Employment Communications

Comm_4.1 Integrate all forms of communication in the successful pursuit of a career.

Economics and Personal Finance EcPF_14: Demonstrate Knowledge of International Economic Concepts

EcPF_14.1 Examine the importance of economic relationships among nations and discuss the role of international trade and investment monetary relations in the global economy.

Entrepreneurship Entr_1: Demonstrate Knowledge of Entrepreneurship Characteristics

Entr_1.2 Characterize the role of an entrepreneur in business.

International Business IntB_1: Demonstrate Knowledge of International Business Awareness

IntB_1.1 Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels.

IntB_1.2 Explain how geography impacts the conduct of international business.

International Business IntB_2: Demonstrate Knowledge of International Business Ethics

IntB_2.1 Describe the environmental factors that define what is considered ethical business behavior.

International Business IntB_3: Demonstrate Knowledge of International Business Communications

IntB_3.1 Apply oral and written communication strategies necessary and appropriate for effective and profitable international business relations.

IntB_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.

International Business IntB_4: Demonstrate Knowledge of International Business Environment

IntB_4.1 Describe the social and cultural factors that shape and impact the international business environment.

IntB_4.2 Describe political factors that shape and impact the international business environment.

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- IntB_4.3 Describe the legal factors that shape and impact the international business environment.
- IntB_4.4 Describe the economic factors that shape and impact the international business environment.
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International Business IntB_5: Demonstrate Knowledge of International Finance and Risk Management

- IntB_5.1 Explain the role, importance, and concepts of international currency and exchange in the market.
- IntB_5.2 Explain the role, importance, and concepts of international agreements.
- IntB_5.3 Explain the role, importance, and concepts of international finance and risk management.
- IntB_5.4 Explain the role, importance, and concepts of international finance and risk management.
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International Business IntB_6: Demonstrate Knowledge of Management

- IntB_6.1 Address special challenges in operations for international business.
- IntB_6.2 Address special challenges in management of human resources for international business.
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International Business IntB_7: Demonstrate Knowledge of International Business Environment

- IntB_7.1 Describe how a company markets a product/service in other countries.
- IntB_7.2 Explain how the marketing research process differs in an international application.
- IntB_7.3 Describe the process of developing products at an international level.
- IntB_7.4 Convert units and exchange foreign money.
- IntB_7.5 Describe differences in distribution channels and intermediaries for international distribution.
- IntB_7.6 Discuss transportation methods and issues for international business activities.
- IntB_7.7 Discuss and critique international promotions.
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International Business IntB_8: Demonstrate Knowledge of Import/Export and Balance of Trade

- IntB_8.1 Relate balance of trade concepts to the import/export business.
- IntB_8.2 Identify trade barriers and agreements and discuss their effects.
- IntB_8.3 Discuss balance of trade and policies to improve a country's balance of trade.
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International Business IntB_9: Demonstrate Knowledge of Organizational Structure of International Businesses

- IntB_9.1 Identify forms of business ownership available in international business.
- IntB_9.3 Identify and describe methods of doing international business.
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Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

- Mktg_3.1 Identify and explain how government regulations influence/dictate marketing decisions.
- Mktg_3.4 Identify and explain how cultural differences influence/dictate marketing decisions.
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Marketing Mktg_6: Demonstrate Knowledge of Place/Distribution

- Mktg_6.1 Apply distribution processes and methods to develop distribution plans.
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Marketing Mktg_9: Identify Characteristics of a Market

- Mktg_9.2 Differentiate between the types of markets.
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