

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

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)
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Notes:

## **Business Law BLaw\_1: Demonstrate Knowledge of Basics of the Law**

### **BLaw\_1.1 Analyze the relationship between ethics and the law.**

Learning Indicator: BLaw_1.1.1	Explain a person's responsibility to obey the law
Learning Indicator: BLaw_1.1.2	List the most common sources of the law
Learning Indicator: BLaw_1.1.3	Identify ethical character traits (e.g., honesty, integrity, compassion, justice)
Learning Indicator: BLaw_1.1.4	Explain the relationships between law and ethics
Learning Indicator: BLaw_1.1.5	Describe the role of values in constructing an ethical code and a legal system
Learning Indicator: BLaw_1.1.6	Identify unethical and illegal conduct and related consequences
Learning Indicator: BLaw_1.1.7	Describe how to develop an ethical and legal life style
Learning Indicator: BLaw_1.1.8	Explain the way social forces may sometimes conflict
Learning Indicator: BLaw_1.1.9	Demonstrate how a rule of law may be a synthesis of conflicting social forces
Learning Indicator: BLaw_1.1.10	Compare and contrast differences in ethical and legal systems from state to state and nation to nation

## **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.**

Learning Indicator: BLaw_2.1.1	List the elements required to create a contract
Learning Indicator: BLaw_2.1.2	Differentiate among classes of contracts, such as bilateral and unilateral; express and implied; and oral and written
Learning Indicator: BLaw_2.1.3	Explain how offer and acceptance can create contractual rights and duties
Learning Indicator: BLaw_2.1.4	Determine whether or not an agreement is definite enough to be enforced as a contract
Learning Indicator: BLaw_2.1.5	Differentiate among the ways that assent can be disrupted, such as fraud, non-disclosure, misrepresentation, mistake, duress, and undue influence
Learning Indicator: BLaw_2.1.6	Define and distinguish between different types of consideration and list the exceptions to the requirements of consideration
Learning Indicator: BLaw_2.1.7	Explain a minor's right to avoid a contract and identify people who lack contractual capacity
Learning Indicator: BLaw_2.1.8	Describe the concept of unconscionability and compare it to illegality
Learning Indicator: BLaw_2.1.9	List the essential information that should be included in writing under the statute of frauds
Learning Indicator: BLaw_2.1.10	Explain the parole evidence rule
Learning Indicator: BLaw_2.1.11	Describe the various rules applied to the interpretation of contracts
Learning Indicator: BLaw_2.1.12	Explain the various rules applied to contracts involving third parties

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- Learning Indicator: BLaw\_2.1.13 List the ways a contract can be discharged
- Learning Indicator: BLaw\_2.1.14 Describe breach of contract and the remedies available when a contract is breached
- Learning Indicator: BLaw\_2.1.15 Discuss the impact of the law of different countries and the impact of international law on contractual transactions

## 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.**

- Learning Indicator: BLaw\_4.2.1 Define corporations and explain why a corporation is a legal entity
- Learning Indicator: BLaw\_4.2.2 Differentiate among types of corporations, such as profit, non-profit, domestic, foreign, and S corporations
- Learning Indicator: BLaw\_4.2.3 Explain the steps in forming a corporation
- Learning Indicator: BLaw\_4.2.4 Explain the circumstances under which the courts may disregard the corporate entity and "pierce the corporate veil"
- Learning Indicator: BLaw\_4.2.5 Describe the functions of the board of directors and officers of a corporation with regard to control of corporate affairs
- Learning Indicator: BLaw\_4.2.6 Differentiate among types of stock, such as common and preferred
- Learning Indicator: BLaw\_4.2.7 Identify shareholder rights, such as the right to receive dividends, the right to vote, the right to inspect books, and preemptive rights
- Learning Indicator: BLaw\_4.2.8 Explain the nature of the shareholders' liability
- Learning Indicator: BLaw\_4.2.9 Describe when promoters, directors, and officers are liable to the corporation, shareholders, and third persons
- Learning Indicator: BLaw\_4.2.10 Differentiate among types of corporate expansion, such as mergers, consolidations, and conglomerates
- Learning Indicator: BLaw\_4.2.11 Identify federal, state, territory, and province statutes that regulate corporations
- Learning Indicator: BLaw\_4.2.12 Describe the ways corporate existence may be terminated
- Learning Indicator: BLaw\_4.2.13 Describe the characteristics of a franchise and how it fits in the economic and legal framework
- Learning Indicator: BLaw\_4.2.14 Discuss the impact of the law of different countries and the impact of international law on corporations

## Career Development CDev\_2: Demonstrate Knowledge of Career Research

**CDev\_2.3 Demonstrate an understanding of career opportunities at an international level.**

- Learning Indicator: CDev\_2.3.1 List products from other countries and the occupations related to them
- Learning Indicator: CDev\_2.3.2 Describe the impact of the global economy on job availability
- Learning Indicator: CDev\_2.3.3 Relate career interests to opportunities in the global economy
- Learning Indicator: CDev\_2.3.4 Explore entrepreneurship opportunities in international trade

## Communications Comm\_4: Demonstrate Knowledge of Employment Communications

**Comm\_4.1 Integrate all forms of communication in the successful pursuit of a career.**

- Learning Indicator: Comm\_4.1.1 Write a simple application letter and resume for simulated job opportunities

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Learning Indicator: Comm_4.1.2	Role-play interview situations for simulated job opportunities
Learning Indicator: Comm_4.1.3	Discuss the importance of an informal personal network in job search strategy
Learning Indicator: Comm_4.1.4	Use a personal network in the job search situation
Learning Indicator: Comm_4.1.5	Write a formal application letter, resume, and follow-up letter for job opportunities
Learning Indicator: Comm_4.1.6	Participate in and analyze mock interviews, emphasizing critical times at the beginning and the end of an interview
Learning Indicator: Comm_4.1.7	Discuss and demonstrate the importance of appropriate dress in an interview situation
Learning Indicator: Comm_4.1.8	Respond to mock interview questions
Learning Indicator: Comm_4.1.9	Complete job application forms
Learning Indicator: Comm_4.1.10	List and discuss qualities that employers expect in potential employees
Learning Indicator: Comm_4.1.11	Use correct strategies for accepting or rejecting an offer
Learning Indicator: Comm_4.1.12	Discuss alternative sources for job placement (e.g., career centers, employment agencies, headhunters, etc.)
Learning Indicator: Comm_4.1.13	Discuss potential problems with signing employment contracts
Learning Indicator: Comm_4.1.14	Use established network of professionals to assist in the job search
Learning Indicator: Comm_4.1.15	Discuss the significance of nonverbal communications in the interviewing process
Learning Indicator: Comm_4.1.16	Prepare a list of questions to ask interviewer
Learning Indicator: Comm_4.1.17	Research the job market and specific potential employers
Learning Indicator: Comm_4.1.18	Discuss appropriate oral and written steps in leaving a job (resignation, down-sizing, exit interview)
Learning Indicator: Comm_4.1.19	Discuss expectations of an exit interview

### ***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.**

Learning Indicator: EcPF_14.1.1	Identify resources that are abundant or in short supply in the various countries throughout the world
Learning Indicator: EcPF_14.1.2	Identify examples of goods or services that are exported from a particular state and the countries to which they are exported
Learning Indicator: EcPF_14.1.3	Identify examples of goods or services that are used in a particular state or community which are imported and list the countries from which they came
Learning Indicator: EcPF_14.1.4	Explain how specialization promotes international trade and how international trade increases total world output
Learning Indicator: EcPF_14.1.5	Explain absolute advantage and comparative advantage and how each influences trade among regions and nations
Learning Indicator: EcPF_14.1.6	Explain foreign exchange rates and why the value of currency changes
Learning Indicator: EcPF_14.1.7	Explain how a change in the value of a nation's currency can affect the level of its imports and exports
Learning Indicator: EcPF_14.1.8	Describe how and why nations restrict the free flow of goods and services into and out of their economy
Learning Indicator: EcPF_14.1.9	Describe the components that make up the balance of payments between two nations
Learning Indicator: EcPF_14.1.10	Describe how what is done in one nation affects the rest of the world and what is done in the rest of the world affects each individual nation

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## **Entrepreneurship Entr\_1: Demonstrate Knowledge of Entrepreneurship Characteristics**

### **Entr\_1.2 Characterize the role of an entrepreneur in business.**

Learning Indicator: Entr_1.2.1	Describe the differences between an employer and an employee
Learning Indicator: Entr_1.2.2	Differentiate between a manager and an entrepreneur
Learning Indicator: Entr_1.2.3	Analyze the tradeoffs between the roles of a manager and an entrepreneur
Learning Indicator: Entr_1.2.4	Describe the unique contributions of entrepreneurs in the American economy

## **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.**

Learning Indicator: IntB_1.1.1	Explain the difference between a domestic and international company
Learning Indicator: IntB_1.1.2	List examples of international trade in the local community
Learning Indicator: IntB_1.1.3	Report on historical developments illustrating the past experience of the U.S.'s role in international trade
Learning Indicator: IntB_1.1.4	Demonstrate an understanding of the relationship between international events and the daily conduct of business
Learning Indicator: IntB_1.1.5	Interpret the impact of emerging economic and political changes in international operations
Learning Indicator: IntB_1.1.6	Identify international trade partners and point out the trading patterns of companies based on region, state, and country
Learning Indicator: IntB_1.1.7	Explain the role of international business at local, regional, and national levels
Learning Indicator: IntB_1.1.8	Describe the impact of international business activities on the local, regional, national, and international economies
Learning Indicator: IntB_1.1.9	Analyze the potential impact (on a community, region, state, and country in which it is located) of a domestic company involving itself in international trade opportunities

### **IntB\_1.2 Explain how geography impacts the conduct of international business.**

Learning Indicator: IntB_1.2.1	Demonstrate an awareness of major geographical features of countries of the world
Learning Indicator: IntB_1.2.2	Locate the major trade regions of the world
Learning Indicator: IntB_1.2.3	Differentiate time zones throughout the world
Learning Indicator: IntB_1.2.4	Recognize major cities of the world and identify the countries in which they are located
Learning Indicator: IntB_1.2.5	Explain how time zones around the world affect business
Learning Indicator: IntB_1.2.6	Illustrate and explain the relationships of the major trade alliances with each other
Learning Indicator: IntB_1.2.7	Describe the resources (e.g., ports, trade routes, transportation centers, foreign trade zones, and natural, financial, and human resources) of major cities around the world
Learning Indicator: IntB_1.2.8	Determine the impact of geography on international business to include areas such as climate, time zones, distance, topography, and social, economic, and natural resources
Learning Indicator: IntB_1.2.9	Identify the individual and collective roles in international business of countries referred to as industrialized, developing, and less developed

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## *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.**

Learning Indicator: IntB_2.1.1	Define terms such as ethics, social responsibility, and bribe
Learning Indicator: IntB_2.1.2	List business actions that may positively or negatively impact the environment and consumer well-being of a society
Learning Indicator: IntB_2.1.3	Identify groups to whom international companies are responsible
Learning Indicator: IntB_2.1.4	Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities
Learning Indicator: IntB_2.1.5	Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society

## *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.**

Learning Indicator: IntB_3.1.1	Identify basic words and phrases in languages used in business throughout the world
Learning Indicator: IntB_3.1.2	Recognize challenges in business related to people speaking various languages
Learning Indicator: IntB_3.1.3	Discuss complications involved when speaking or interpreting a language incorrectly abroad
Learning Indicator: IntB_3.1.4	Use words and phrases important to business people in a given language
Learning Indicator: IntB_3.1.5	Explain modifications of conversation with a person who speaks English as a second language
Learning Indicator: IntB_3.1.6	Compare the use of business cards throughout the world
Learning Indicator: IntB_3.1.7	Explain usage of names, titles, and ranks in different cultures and countries
Learning Indicator: IntB_3.1.8	Prepare international trade documentation
Learning Indicator: IntB_3.1.9	Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format
Learning Indicator: IntB_3.1.10	Analyze the effectiveness of individuals communicating in an international environment given a specific situation
Learning Indicator: IntB_3.1.11	Analyze international business blunders resulting from ineffective or incorrect communications patterns and discuss appropriate corrective actions

### **IntB\_3.3 Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.**

Learning Indicator: IntB_3.3.1	Communicate internationally using electronic communications such as the telephone, fax, telex, and other electronic communication channels such as the Internet and e-mail
Learning Indicator: IntB_3.3.2	Evaluate which telecommunication methods are most appropriate for given international business situations

## *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.**

Learning Indicator: IntB_4.1.1	Define terms, such as ethnocentrism, stereotyping, and cultural bias
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Learning Indicator: IntB\_4.1.2 Illustrate the differences between a multicultural (heterogeneous) and single cultural (homogeneous) environment

Learning Indicator: IntB\_4.1.3 Explain how educational and career opportunities relate to regional/global economies

Learning Indicator: IntB\_4.1.4 Compare the social roles of various subpopulations (e.g., women and minorities) in different countries

Learning Indicator: IntB\_4.1.5 Identify distinctive social and cultural factors affecting business activities (e.g., time, workday, workweek, schedules, and holidays)

Learning Indicator: IntB\_4.1.6 Predict how the social and cultural environment of a given country might impact a company beginning to do business in that country

## IntB\_4.2 Describe political factors that shape and impact the international business environment.

Learning Indicator: IntB\_4.2.1 Identify various types of governments

Learning Indicator: IntB\_4.2.2 Differentiate between types of governments

Learning Indicator: IntB\_4.2.3 Describe how trade barriers, tariffs, quotas, and taxation policies affect choice of location for companies operating internationally

Learning Indicator: IntB\_4.2.4 Analyze the impact of political environments on international business

Learning Indicator: IntB\_4.2.5 Analyze how the political and geographical environment of a given country will impact international business

## IntB\_4.3 Describe the legal factors that shape and impact the international business environment.

Learning Indicator: IntB\_4.3.1 Describe the differences among various legal systems such as code, statutory, and common law

Learning Indicator: IntB\_4.3.2 Describe U.S. licensing requirements for the export of products and services and foreign market entry requirements

Learning Indicator: IntB\_4.3.3 Recognize legal differences that exist between and among countries in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation

Learning Indicator: IntB\_4.3.4 Define methods for resolving legal differences such as mediation, arbitration, and litigation in different cultures

Learning Indicator: IntB\_4.3.5 Identify the levels of regulation applied to intellectual properties (e.g., copyrights, trademarks, and patents) in different countries

Learning Indicator: IntB\_4.3.6 Discuss legal implications on the ethical conduct of business across national boundaries

## IntB\_4.4 Describe the economic factors that shape and impact the international business environment.

Learning Indicator: IntB\_4.4.1 Identify the natural, human, and capital resources used to produce goods and services exported to other countries

Learning Indicator: IntB\_4.4.2 Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations

Learning Indicator: IntB\_4.4.3 List factors that distinguish economic development among countries

Learning Indicator: IntB\_4.4.4 Define terms such as GDP (GNP), balance of trade, foreign debt, and cost of living

Learning Indicator: IntB\_4.4.5 Analyze the availability of resources in a country and the economic potential of the country to improve its quality of life by engaging in international trade

Learning Indicator: IntB\_4.4.6 Explain how decision making and opportunity cost are used to allocate the scarce resources of companies and countries

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Learning Indicator: IntB_4.4.7	Describe situations in which comparative and absolute advantages occur
Learning Indicator: IntB_4.4.8	Identify the economic systems used to decide what to produce, how it is produced, and for whom it is produced in a country
Learning Indicator: IntB_4.4.9	Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a company's economic development
Learning Indicator: IntB_4.4.10	Analyze competitive situations that companies face in global business markets
Learning Indicator: IntB_4.4.11	Interpret current economic statistics for different countries

## *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.**

Learning Indicator: IntB_5.1.1	Define basic terms, such as currency and currency exchange
Learning Indicator: IntB_5.1.2	List the currencies of various countries
Learning Indicator: IntB_5.1.3	Calculate simple currency exchange transactions
Learning Indicator: IntB_5.1.4	Explain how currency exchange rates affect companies
Learning Indicator: IntB_5.1.5	Identify potential problems of dealing in foreign currencies
Learning Indicator: IntB_5.1.6	Describe how economic conditions, balance of payment situations, and political issues affect currency values
Learning Indicator: IntB_5.1.7	Distinguish between currencies (e.g., hard vs. soft, convertible vs. non-convertible)

### **IntB\_5.2 Explain the role, importance, and concepts of international agreements.**

Learning Indicator: IntB_5.2.1	List sources of capital for international, transnational, multinational, and global companies
Learning Indicator: IntB_5.2.2	Describe the international monetary system, including the International Monetary Fund, World Bank, and Eurocurrencies
Learning Indicator: IntB_5.2.3	Identify different types of international banking organizations
Learning Indicator: IntB_5.2.4	Identify basic elements of the international securities markets
Learning Indicator: IntB_5.2.5	Compare international financial markets

### **IntB\_5.3 Explain the role, importance, and concepts of international finance and risk management.**

Learning Indicator: IntB_5.3.1	Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents
Learning Indicator: IntB_5.3.2	Identify potential errors in constructing the various types of payment documents used for payment of international trade activities

### **IntB\_5.4 Explain the role, importance, and concepts of international finance and risk management.**

Learning Indicator: IntB_5.4.1	Identify major country, foreign exchange, and commercial risks associated with international business activities
Learning Indicator: IntB_5.4.2	Describe available insurance options to protect against trade risks
Learning Indicator: IntB_5.4.3	Discuss strategies to minimize overall risk

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## *International Business IntB\_6: Demonstrate Knowledge of Management*

### **IntB\_6.1 Address special challenges in operations for international business.**

Learning Indicator: IntB_6.1.1	Describe the production processes used to create goods and services in different countries
Learning Indicator: IntB_6.1.2	Identify environmental factors that influence the use of a particular organizational structure for global business operations (e.g., functional, product, geographic, or matrix)
Learning Indicator: IntB_6.1.3	Describe how quality control, quality circle, and total quality management relate to an organization's international business operations
Learning Indicator: IntB_6.1.4	Discuss the effect of economic and cultural factors on the use of manual, automated, and computerized production systems

### **IntB\_6.2 Address special challenges in management of human resources for international business.**

Learning Indicator: IntB_6.2.1	Describe the different living and working conditions found in foreign countries
Learning Indicator: IntB_6.2.2	Identify the factors that influence the application of managerial styles in different countries
Learning Indicator: IntB_6.2.3	Define such terms as host country, home country, expatriate, host country national, third country national, labor organizations, and ISO 9000
Learning Indicator: IntB_6.2.4	Compare ethnocentric, polycentric, egocentric, and geocentric approaches to managing human resources
Learning Indicator: IntB_6.2.5	Describe how compensation and employee benefits differ in various cultures
Learning Indicator: IntB_6.2.6	Identify how differences in occupational health and safety standards impact the conduct of business internationally

## *International Business IntB\_7: Demonstrate Knowledge of International Business Environment*

### **IntB\_7.1 Describe how a company markets a product/service in other countries.**

Learning Indicator: IntB_7.1.1	Describe how a company markets a product/service in other countries
Learning Indicator: IntB_7.1.2	Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures
Learning Indicator: IntB_7.1.3	Contrast international consumer markets and commercial markets
Learning Indicator: IntB_7.1.4	Evaluate market potential for a good or service in a foreign market
Learning Indicator: IntB_7.1.5	Describe how marketing mix elements need to be adapted for international marketing efforts
Learning Indicator: IntB_7.1.6	Develop an international marketing plan for a company entering a foreign market
Learning Indicator: IntB_7.1.7	Propose a strategy for bringing a good or service into a foreign market

### **IntB\_7.2 Explain how the marketing research process differs in an international application.**

Learning Indicator: IntB_7.2.1	Identify secondary data sources specific to international marketing
Learning Indicator: IntB_7.2.2	Create a data collection survey instrument for an international marketing research study based on knowledge of social and cultural factors in a specific foreign market

### **IntB\_7.3 Describe the process of developing products at an international level.**

Learning Indicator: IntB_7.3.1	List items produced only in some countries
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Learning Indicator: IntB\_7.3.2 Describe how a company might assess the potential for a product in different foreign markets

Learning Indicator: IntB\_7.3.3 Explain how brands and packages are affected by culture and how they may need to be altered before marketing in a new environment

Learning Indicator: IntB\_7.3.4 Describe situations in which global (standardized) vs. international (adapted) products would be sold

Learning Indicator: IntB\_7.3.5 Explain the marketing mix elements for a service company that sells in several countries

Learning Indicator: IntB\_7.3.6 Explain how social, cultural, and political factors affect the new product development process

Learning Indicator: IntB\_7.3.7 Describe how the product life cycle differs in the international business environment

Learning Indicator: IntB\_7.3.8 Develop a marketing strategy for selling a service in a foreign market

## IntB\_7.4 Convert units and exchange foreign money.

Learning Indicator: IntB\_7.4.1 Convert weights and measures from English to the metric system

Learning Indicator: IntB\_7.4.2 Explain how foreign exchange, economic conditions, and the international business environment affect prices charged in foreign markets

Learning Indicator: IntB\_7.4.3 Explain the benefits and drawbacks of dumping to an international business company and country

Learning Indicator: IntB\_7.4.4 Evaluate the effects of governmental actions to prevent dumping

## IntB\_7.5 Describe differences in distribution channels and intermediaries for international distribution.

Learning Indicator: IntB\_7.5.1 Contrast direct and indirect distribution channels for international marketing

Learning Indicator: IntB\_7.5.2 Identify the differences in roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs brokers

Learning Indicator: IntB\_7.5.3 Select distribution channels for a company involved in international business

## IntB\_7.6 Discuss transportation methods and issues for international business activities.

Learning Indicator: IntB\_7.6.1 Describe main transportation methods used for international business activities

Learning Indicator: IntB\_7.6.2 Describe situations in which each transportation method would be most appropriate

Learning Indicator: IntB\_7.6.3 Explain activities needed to prepare a shipment to a foreign country

Learning Indicator: IntB\_7.6.4 Explain the purpose of shipping documents used for transporting products to other countries

Learning Indicator: IntB\_7.6.5 Describe shipping terms (e.g., FOB, CIF)

Learning Indicator: IntB\_7.6.6 Evaluate which shipping option (e.g., FOB, CIF) and method (e.g. surface, air, water, electronic) is most appropriate in a given trade situation

## IntB\_7.7 Discuss and critique international promotions.

Learning Indicator: IntB\_7.7.1 Collect advertisements related to international business

Learning Indicator: IntB\_7.7.2 Discuss media used in different foreign markets

Learning Indicator: IntB\_7.7.3 Analyze the influence of social and cultural factors affecting promotions used in foreign markets

Learning Indicator: IntB\_7.7.4 Create a sales presentation for a product which is appropriate to a foreign market

Learning Indicator: IntB\_7.7.5 Critique advertisements aimed at consumers in foreign markets

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Learning Indicator: IntB\_7.7.6 Evaluate the effectiveness of a promotional campaign used by a company in a foreign market

## 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.

Learning Indicator: IntB\_8.1.1 List examples of importing/exporting

Learning Indicator: IntB\_8.1.2 Identify information and financial sources of assistance for facilitating the import/export process

Learning Indicator: IntB\_8.1.3 Identify goods and services imported to or exported from a state, region, or country

Learning Indicator: IntB\_8.1.4 Identify circumstances under which countries would trade with each other

Learning Indicator: IntB\_8.1.5 List the steps in the importing and exporting process

Learning Indicator: IntB\_8.1.6 Identify the risks associated with importing and/or exporting

Learning Indicator: IntB\_8.1.7 Explain how a company that exports has a different level of commitment than a global company with operations in several countries

Learning Indicator: IntB\_8.1.8 Compare the benefits and costs of indirect and direct exporting

Learning Indicator: IntB\_8.1.9 Identify documents commonly used in the importing and exporting process

Learning Indicator: IntB\_8.1.10 Analyze the import or export potential for a good or service and the ability of the company to carry out the role

Learning Indicator: IntB\_8.1.11 Debate the relationship between involvement in international trade and creation of economic value for the region, state, and companies involved

Learning Indicator: IntB\_8.1.12 Describe the role that U.S. Customs and the customs agencies of other countries play in international trade activities

Learning Indicator: IntB\_8.1.13 Explain how historical events have contributed to the formation of strategic trade alliances

Learning Indicator: IntB\_8.1.14 Compare the exporting and importing processes for a service vs. goods company

Learning Indicator: IntB\_8.1.15 Evaluate a good or service as an import option

### IntB\_8.2 Identify trade barriers and agreements and discuss their effects.

Learning Indicator: IntB\_8.2.1 Define why trade barriers are imposed by governments (such as quotas, tariffs, licensing requirements, exchange rate controls)

Learning Indicator: IntB\_8.2.2 Describe several international trade agreements (e.g., GATT, NAFTA)

Learning Indicator: IntB\_8.2.3 Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction

Learning Indicator: IntB\_8.2.4 Assess the impact of current and emerging trade issues on a specific region

### IntB\_8.3 Discuss balance of trade and policies to improve a country's balance of trade.

Learning Indicator: IntB\_8.3.1 Calculate positive and negative trade balances

Learning Indicator: IntB\_8.3.2 Describe potential resolutions for a negative trade balance

Learning Indicator: IntB\_8.3.3 Analyze a country's balance of trade and determine specific conditions that would improve its trading potential

# Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	INTRODUCTION TO INTERNATIONAL BUSINESS MARKETING		
SDPTE Course ID	BE 0340 (ME 0340)	IBED	IBED 12056

## *International Business IntB\_9: Demonstrate Knowledge of Organizational Structure of International Businesses*

### **IntB\_9.1 Identify forms of business ownership available in international business.**

Learning Indicator: IntB\_9.1.1 Suggest an appropriate form of business ownership (e.g., sole proprietorship, corporation, partnership) for different international business situations

Learning Indicator: IntB\_9.1.2 Determine social and cultural influences on the form of business ownership used or required in different countries

### **IntB\_9.3 Identify and describe methods of doing international business.**

Learning Indicator: IntB\_9.3.1 Describe situations appropriate for indirect and direct exporting

Learning Indicator: IntB\_9.3.2 Distinguish between licensing and franchising for international business activities

Learning Indicator: IntB\_9.3.3 Describe internal and external factors which influence a company's international expansion

Learning Indicator: IntB\_9.3.4 Create examples of joint ventures for international business activities

Learning Indicator: IntB\_9.3.5 Analyze a company's resources to determine its potential for becoming a global company

## *Marketing Mktg\_3: Demonstrate Knowledge of External Factors to Business*

### **Mktg\_3.1 Identify and explain how government regulations influence/dictate marketing decisions.**

Learning Indicator: Mktg\_3.1.1 Identify specific marketing regulations and the government agencies that create them

Learning Indicator: Mktg\_3.1.2 State the ways in which marketing regulations differ among countries and their effects on business

Learning Indicator: Mktg\_3.1.3 Analyze the impact of specific marketing regulations on doing business both domestically and internationally

Learning Indicator: Mktg\_3.1.4 Compare the relative merits of having more or less government regulation of marketing

Learning Indicator: Mktg\_3.1.5 Identify the effects marketing regulation has had on specific industries

### **Mktg\_3.4 Identify and explain how cultural differences influence/dictate marketing decisions.**

Learning Indicator: Mktg\_3.4.1 Identify specific differences in cultural norms and values that may influence marketing

Learning Indicator: Mktg\_3.4.2 Describe how cultural differences, both domestically and internationally, affect each element of the marketing mix

Learning Indicator: Mktg\_3.4.3 Demonstrate through case studies the effects of cultural differences on marketing

## *Marketing Mktg\_6: Demonstrate Knowledge of Place/Distribution*

### **Mktg\_6.1 Apply distribution processes and methods to develop distribution plans.**

Learning Indicator: Mktg\_6.1.1 Differentiate among the various channels of distribution and explain their importance to the marketing process (e.g., indirect vs. direct)

Learning Indicator: Mktg\_6.1.2 Explain the direct channel of distribution (producer to consumer) and when it is most appropriate to use

Learning Indicator: Mktg\_6.1.3 Explain the role of the various intermediaries in the channel of distribution (e.g., retailer, wholesaler, broker, agent, warehouser, stock handler)

Learning Indicator: Mktg\_6.1.4 Identify the major components of a physical distribution system (e.g., type of transportation, storage)

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Learning Indicator: Mktg\_6.1.5 Determine various indirect channels of distribution (e.g., wholesaler, agent) and when each is most appropriate to use

Learning Indicator: Mktg\_6.1.6 Identify the most efficient means for distributing a product or service (e.g., agent, broker, retailer, wholesaler)

Learning Indicator: Mktg\_6.1.7 Describe the importance of inventory control in the marketing process (e.g., maintain appropriate level, shrinkage)

Learning Indicator: Mktg\_6.1.8 Develop a distribution plan for a given product

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## Marketing Mktg\_9: Identify Characteristics of a Market

**Mktg\_9.2 Differentiate between the types of markets.**

Learning Indicator: Mktg\_9.2.1 Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)

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