

# Idaho International Business Standards and Learning Indicators

---

## 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.

---

Lrn_Ind_ID	Learning Indicator
------------	--------------------

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

---

Lrn_Ind_ID	Learning Indicator
------------	--------------------

IntB_1.2.1	Demonstrate an awareness of major geographical features of countries of the world
IntB_1.2.2	Locate the major trade regions of the world
IntB_1.2.3	Differentiate time zones throughout the world
IntB_1.2.4	Recognize major cities of the world and identify the countries in which they are located
IntB_1.2.5	Explain how time zones around the world affect business
IntB_1.2.6	Illustrate and explain the relationships of the major trade alliances with each other
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
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
IntB_1.2.9	Identify the individual and collective roles in international business of countries referred to as industrialized, developing, and less developed

---

**IntB\_1.3** Explain career opportunities at the international level.

---

Lrn_Ind_ID	Learning Indicator
------------	--------------------

IntB_1.3.1	Identify careers that are influenced by international business
IntB_1.3.2	List the skill requirements/qualifications needed to enter a selected international business career path
IntB_1.3.3	Create a plan to obtain the skills/qualifications to enter a selected international business career
IntB_1.3.4	Compare the application, interview, and hiring practices in various cultures

---

**IntB\_1.4** Explain international travel considerations.

---

Lrn_Ind_ID	Learning Indicator
------------	--------------------

IntB_1.4.1	Identify and locate major U.S. representational offices and sources of assistance located abroad
IntB_1.4.2	Detail the processes for securing travel documents
IntB_1.4.3	Explain the role of U.S. Customs and the customs agencies of other countries

---

# Idaho International Business Standards and Learning Indicators

---

## 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.

---

**Lrn\_Ind\_ID** Learning Indicator

- IntB\_2.1.1 Define terms such as ethics, social responsibility, and bribe
  - IntB\_2.1.2 List business actions that may positively or negatively impact the environment and consumer well-being of a society
  - IntB\_2.1.3 Identify groups to whom international companies are responsible
  - IntB\_2.1.4 Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities
  - 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.

---

**Lrn\_Ind\_ID** Learning Indicator

- IntB\_3.1.1 Identify basic words and phrases in languages used in business throughout the world
  - IntB\_3.1.2 Recognize challenges in business related to people speaking various languages
  - IntB\_3.1.3 Discuss complications involved when speaking or interpreting a language incorrectly abroad
  - IntB\_3.1.4 Use words and phrases important to business people in a given language
  - IntB\_3.1.5 Explain modifications of conversation with a person who speaks English as a second language
  - IntB\_3.1.6 Compare the use of business cards throughout the world
  - IntB\_3.1.7 Explain usage of names, titles, and ranks in different cultures and countries
  - IntB\_3.1.8 Prepare international trade documentation
  - IntB\_3.1.9 Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format
  - IntB\_3.1.10 Analyze the effectiveness of individuals communicating in an international environment given a specific situation
  - IntB\_3.1.11 Analyze international business blunders resulting from ineffective or incorrect communications patterns and discuss appropriate corrective actions
- 

**IntB\_3.2** Apply non verbal communication strategies necessary and appropriate for effective and profitable international business relations.

---

**Lrn\_Ind\_ID** Learning Indicator

- IntB\_3.2.1 Identify international cultural differences in food, dress, and social behaviors
  - IntB\_3.2.2 Identify major holidays of various cultures and discuss how they are celebrated
  - IntB\_3.2.3 Recognize gift giving in business relationships in several cultures and give examples of appropriate and inappropriate gifts for persons in a given country
  - IntB\_3.2.4 Compare business entertainment among people in various parts of the world
  - IntB\_3.2.5 Compare business protocol of various countries
  - IntB\_3.2.6 Find and discuss examples of non verbal communications affecting international business relationships and negotiations
  - IntB\_3.2.7 Relate cultural attitudes toward time, silence, space, and body/eye contact for successful international business relationships
  - IntB\_3.2.8 List the steps to receive business visitors from specific countries
  - IntB\_3.2.9 Compare negotiation tactics and types of business relationships in different cultures
-

# Idaho International Business Standards and Learning Indicators

---

<b>IntB_3.3</b>	<b>Apply technology to communication in a necessary and appropriate manner for effective and profitable international business relations.</b>
<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
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
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.

---

<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
IntB_4.1.1	Define terms, such as ethnocentrism, stereotyping, and cultural bias
IntB_4.1.2	Illustrate the differences between a multicultural (heterogeneous) and single cultural (homogeneous) environment
IntB_4.1.3	Explain how educational and career opportunities relate to regional/global economies
IntB_4.1.4	Compare the social roles of various subpopulations (e.g., women and minorities) in different countries
IntB_4.1.5	Identify distinctive social and cultural factors affecting business activities (e.g., time, workday, workweek, schedules, and holidays)
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.

---

<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
IntB_4.2.1	Identify various types of governments
IntB_4.2.2	Differentiate between types of governments
IntB_4.2.3	Describe how trade barriers, tariffs, quotas, and taxation policies affect choice of location for companies operating internationally
IntB_4.2.4	Analyze the impact of political environments on international business
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.

---

<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
IntB_4.3.1	Describe the differences among various legal systems such as code, statutory, and common law
IntB_4.3.2	Describe U.S. licensing requirements for the export of products and services and foreign market entry requirements
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
IntB_4.3.4	Define methods for resolving legal differences such as mediation, arbitration, and litigation in different cultures
IntB_4.3.5	Identify the levels of regulation applied to intellectual properties (e.g., copyrights, trademarks, and patents) in different countries
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.

---

<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
IntB_4.4.1	Identify the natural, human, and capital resources used to produce goods and services exported to other countries

## Idaho International Business Standards and Learning Indicators

IntB_4.4.2	Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations
IntB_4.4.3	List factors that distinguish economic development among countries
IntB_4.4.4	Define terms such as GDP (GNP), balance of trade, foreign debt, and cost of living
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
IntB_4.4.6	Explain how decision making and opportunity cost are used to allocate the scarce resources of companies and countries
IntB_4.4.7	Describe situations in which comparative and absolute advantages occur
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
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
IntB_4.4.10	Analyze competitive situations that companies face in global business markets
IntB_4.4.11	Interpret current economic statistics for different countries

### International Business Management IntB\_5: Demonstrate Knowledge of International Finance and Risk

#### IntB\_5.1 Explain the role, importance, and concepts of international currency and exchange in the market.

Lrn_Ind_ID	Learning Indicator
IntB_5.1.1	Define basic terms, such as currency and currency exchange
IntB_5.1.2	List the currencies of various countries
IntB_5.1.3	Calculate simple currency exchange transactions
IntB_5.1.4	Explain how currency exchange rates affect companies
IntB_5.1.5	Identify potential problems of dealing in foreign currencies
IntB_5.1.6	Describe how economic conditions, balance of payment situations, and political issues affect currency values
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.

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

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

Lrn_Ind_ID	Learning Indicator
IntB_5.3.1	Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents
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.

Lrn_Ind_ID	Learning Indicator
IntB_5.4.1	Identify major country, foreign exchange, and commercial risks associated with international business activities

# Idaho International Business Standards and Learning Indicators

IntB\_5.4.2 Describe available insurance options to protect against trade risks

IntB\_5.4.3 Discuss strategies to minimize overall risk

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

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

#### Lrn\_Ind\_ID Learning Indicator

IntB\_6.1.1 Describe the production processes used to create goods and services in different countries

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)

IntB\_6.1.3 Describe how quality control, quality circle, and total quality management relate to an organization's international business operations

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.

#### Lrn\_Ind\_ID Learning Indicator

IntB\_6.2.1 Describe the different living and working conditions found in foreign countries

IntB\_6.2.2 Identify the factors that influence the application of managerial styles in different countries

IntB\_6.2.3 Define such terms as host country, home country, expatriate, host country national, third country national, labor organizations, and ISO 9000

IntB\_6.2.4 Compare ethnocentric, polycentric, egocentric, and geocentric approaches to managing human resources

IntB\_6.2.5 Describe how compensation and employee benefits differ in various cultures

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.

#### Lrn\_Ind\_ID Learning Indicator

IntB\_7.1.1 Describe how a company markets a product/service in other countries

IntB\_7.1.2 Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures

IntB\_7.1.3 Contrast international consumer markets and commercial markets

IntB\_7.1.4 Evaluate market potential for a good or service in a foreign market

IntB\_7.1.5 Describe how marketing mix elements need to be adapted for international marketing efforts

IntB\_7.1.6 Develop an international marketing plan for a company entering a foreign market

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.

#### Lrn\_Ind\_ID Learning Indicator

IntB\_7.2.1 Identify secondary data sources specific to international marketing

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.

#### Lrn\_Ind\_ID Learning Indicator

IntB\_7.3.1 List items produced only in some countries

IntB\_7.3.2 Describe how a company might assess the potential for a product in different foreign markets

## Idaho International Business Standards and Learning Indicators

---

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
IntB_7.3.4	Describe situations in which global (standardized) vs. international (adapted) products would be sold
IntB_7.3.5	Explain the marketing mix elements for a service company that sells in several countries
IntB_7.3.6	Explain how social, cultural, and political factors affect the new product development process
IntB_7.3.7	Describe how the product life cycle differs in the international business environment
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.**

---

#### **Lrn\_Ind\_ID Learning Indicator**

IntB_7.4.1	Convert weights and measures from English to the metric system
IntB_7.4.2	Explain how foreign exchange, economic conditions, and the international business environment affect prices charged in foreign markets
IntB_7.4.3	Explain the benefits and drawbacks of dumping to an international business company and country
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.**

---

#### **Lrn\_Ind\_ID Learning Indicator**

IntB_7.5.1	Contrast direct and indirect distribution channels for international marketing
IntB_7.5.2	Identify the differences in roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs brokers
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.**

---

#### **Lrn\_Ind\_ID Learning Indicator**

IntB_7.6.1	Describe main transportation methods used for international business activities
IntB_7.6.2	Describe situations in which each transportation method would be most appropriate
IntB_7.6.3	Explain activities needed to prepare a shipment to a foreign country
IntB_7.6.4	Explain the purpose of shipping documents used for transporting products to other countries
IntB_7.6.5	Describe shipping terms (e.g., FOB, CIF)
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.**

---

#### **Lrn\_Ind\_ID Learning Indicator**

IntB_7.7.1	Collect advertisements related to international business
IntB_7.7.2	Discuss media used in different foreign markets
IntB_7.7.3	Analyze the influence of social and cultural factors affecting promotions used in foreign markets
IntB_7.7.4	Create a sales presentation for a product which is appropriate to a foreign market
IntB_7.7.5	Critique advertisements aimed at consumers in foreign markets
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.**

---

#### **Lrn\_Ind\_ID Learning Indicator**

IntB_8.1.1	List examples of importing/exporting
IntB_8.1.2	Identify information and financial sources of assistance for facilitating the import/export process

## Idaho International Business Standards and Learning Indicators

---

IntB_8.1.3	Identify goods and services imported to or exported from a state, region, or country
IntB_8.1.4	Identify circumstances under which countries would trade with each other
IntB_8.1.5	List the steps in the importing and exporting process
IntB_8.1.6	Identify the risks associated with importing and/or exporting
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
IntB_8.1.8	Compare the benefits and costs of indirect and direct exporting
IntB_8.1.9	Identify documents commonly used in the importing and exporting process
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
IntB_8.1.11	Debate the relationship between involvement in international trade and creation of economic value for the region, state, and companies involved
IntB_8.1.12	Describe the role that U.S. Customs and the customs agencies of other countries play in international trade activities
IntB_8.1.13	Explain how historical events have contributed to the formation of strategic trade alliances
IntB_8.1.14	Compare the exporting and importing processes for a service vs. goods company
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.

---

Lrn_Ind_ID	Learning Indicator
IntB_8.2.1	Define why trade barriers are imposed by governments (such as quotas, tariffs, licensing requirements, exchange rate controls)
IntB_8.2.2	Describe several international trade agreements (e.g., GATT, NAFTA)
IntB_8.2.3	Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction
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.

---

Lrn_Ind_ID	Learning Indicator
IntB_8.3.1	Calculate positive and negative trade balances
IntB_8.3.2	Describe potential resolutions for a negative trade balance
IntB_8.3.3	Analyze a country's balance of trade and determine specific conditions that would improve its trading potent

---

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

---

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

---

Lrn_Ind_ID	Learning Indicator
IntB_9.1.1	Suggest an appropriate form of business ownership (e.g., sole proprietorship, corporation, partnership) for different international business situations
IntB_9.1.2	Determine social and cultural influences on the form of business ownership used or required in different countries

---

### IntB\_9.2 Identify entrepreneurial opportunities available in international business.

---

Lrn_Ind_ID	Learning Indicator
IntB_9.2.1	Identify a company doing business in a foreign market
IntB_9.2.2	Identify potential new international business ventures for locally based companies
IntB_9.2.3	Identify risks and rewards related to doing business in a foreign market

## *Idaho International Business Standards and Learning Indicators*

---

IntB_9.2.4	Identify organizations, government agencies, and other resources that a small and/or medium-size business might use to investigate international trade opportunities
------------	--

---

<b>IntB_9.3</b>	<b>Identify and describe methods of doing international business.</b>
-----------------	---

---

<b>Lrn_Ind_ID</b>	<b>Learning Indicator</b>
-------------------	---------------------------

IntB_9.3.1	Describe situations appropriate for indirect and direct exporting
------------	---

IntB_9.3.2	Distinguish between licensing and franchising for international business activities
------------	---

IntB_9.3.3	Describe internal and external factors which influence a company's international expansion
------------	--

IntB_9.3.4	Create examples of joint ventures for international business activities
------------	---

IntB_9.3.5	Analyze a company's resources to determine its potential for becoming a global company
------------	--

---