

Name: _____

Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

3	2	1	N	A. Investigate the Global Business Environment	Notes:
				1. Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business	
				2. Identify distinctive social and cultural factors that affect business activities/etiquette (e.g., gender, time, schedules, holidays, gifts, and attire)	
				3. Explain how a country’s culture, history, and politics can influence ethical decisions	
				4. Identify various types of government	
				5. Evaluate how the political environment and geographic location of a given country impact international business	
				6. Describe the differences between the legal systems of various countries and the United States (e.g., codes, statutes, and common law)	
				7. Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country’s economic development	
				8. Determine the impact of geography on international business (e.g., climate, time zones, distance, topography, and social, economic, and natural resources)	
				9. Investigate the role of the United Nations	
				10. Describe how the process of negotiating can be affected by cultural differences	
				11. Explain the relationship between international events and business activities	
				12. Explain the role of international business at the local, state, and national levels	
				Other:	

3	2	1	N	B. Explain International Business Structures	Notes:
				1. Identify international business structures	
				2. Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and production	
				3. Describe various opportunities for conducting international business (e.g., exporting, franchising, and joint ventures)	
				4. Describe internal and external factors that influence a company's international expansion (e.g., cash flow, demand, and cost of labor resources)	
				Other:	

3	2	1	N	C. Investigate International Finance	Notes:
				1. Define terms related to international finance	
				2. Describe how economic conditions, balance of payment situations, and political issues affect currency values	
				3. Describe the international monetary systems and financial institutions (e.g., International Monetary Fund, World Bank, and Eurocurrencies)	
				4. Research how a business finances trade with a business in another country	
				5. Compare international financial markets	
				6. Calculate currency exchange transactions	
				7. Explain how currency exchange rates affect international trade	
				8. Explain how fluctuating interest rates affect international trade	
				9. Describe the impact of direct foreign investments on local economies	
				10. Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange)	
				Other:	

3	2	1	N	D. Investigate International Trade	Notes:
				1. Define terms related to trade	
				2. Recognize the government's role and assistance in international trade	
				3. Explain why trade barriers are imposed by governments (e.g., quotas, tariffs, licensing requirements, and exchange rate controls)	
				4. Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction	
				5. Describe international trade agreements (e.g., GATT and NAFTA)	
				6. Identify information and sources of financial assistance for facilitating the import/export process.	
				7. Define procedures and documentation associated with transportation of goods	

				8. Describe risk management associated with the import/export process	
				9. Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance	
				10. Analyze a country's balance of trade and the specific conditions that can improve its trading potential	
				Other:	

3	2	1	N	E. Investigate International Marketing	Notes:
				1. Define terms related to international marketing	
				2. Describe what a country must consider when marketing a product/service to other countries	
				3. Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures	
				4. Describe how marketing mix elements need to be adapted for international marketing efforts	
				5. Describe how cultural differences can affect the way a product is advertised and/or marketed in different countries	
				6. Identify risks and rewards related to doing business in a foreign market	
				Other:	

3	2	1	N	F. Identify and Explore International Career Opportunities	Notes:
				1. Define terms related to international careers	
				2. Identify international career and entrepreneurial opportunities	
				3. List the skills and qualifications needed to enter the global workplace	
				4. Identify the requirements for securing travel and employment documents	
				5. Identify local and state businesses involved in international trade	
				Other:	