CAREER AND TECHNOLOGY EDUCATION

Information Technology

Standards

IT.IBF.10

Explain the role of international business; analyze how it impacts business at all levels (including the local, state, national, and international levels).

IT.IBF.10.01 Define international business.
IT.IBF.10.02 List examples of international trade in the local community.
IT.IBF.10.03 Identify international trade partners and describe the trading patterns of companies based on region, state, and country.
IT.IBF.10.04 Interpret the impact of emerging economies and political changes on international operations.
IT.IBF.10.05 Analyze the potential impact of a domestic company involved in international trade on the community, state, and country in which the company is located.
IT.IBF.10.06 Locate the major trade regions of the world.
IT.IBF.10.07 Explain how time zones around the world affect businesses.
IT.IBF.10.08 Describe the resources of major cities throughout the world.
IT.IBF.10.09 Determine the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources.
IT.IBF.10.10 Identify the individual and collective roles that industrialized, developing, and less-developed countries play in international business.
IT.IBF.10.11 Identify careers that are influenced by international business.
IT.IBF.10.12 Develop an itinerary and explain elements of an international business trip.
IT.IBF.10.13 Explain the role of U.S. Customs and the customs agencies of other countries.

IT.IBF.20

Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.

IT.IBF.20.01 Define terms such as ethnocentrism, culture, social institutions, stereotyping, and cultural bias and their effects on conducting business internationally.
IT.IBF.20.02 Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays).
IT.IBF.20.03 Analyze how the social, cultural, political, legal, and economic environment of a given country might impact a company beginning to do business in that country.
IT.IBF.20.04 Identify and differentiate between various types of government.
IT.IBF.20.05 Describe how tariffs, quotas, taxation policies, and other formal trade barriers affect choice of location for companies operating internationally.
IT.IBF.20.06 Evaluate how the political environment and geographic location of a given country impact international business.
IT.IBF.20.07 Describe the challenges that U.S. licensing requirements for exporting products and services present to a U.S. company involved in exporting.
IT.IBF.20.08 Recognize legal differences in areas such as consumer protections, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.
IT.IBF.20.09 Discuss legal implications for the ethical conduct of business across national boundaries.
IT.IBF.20.10 Identify the natural, human, and capital resources used to produce goods and services exported to other countries.
IT.IBF.20.11 Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.
IT.IBF.20.12 Define terms such as gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living.
IT.IBF.20.13 Identify how economic issues (e.g., balance of trade, inflation, and interest rates) affect international business activities.

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IT.IBF.20.14 Analyze the availability of resources in a country and the economic potential of the country to improve the quality of life of its citizens by engaging in international trade.

IT.IBF.20.15 Describe situations in which comparative and absolute advantages occur.

IT.IBF.20.16 Identify how various economic systems determine what is produced, how it is produced, and for whom it is produced in a country.

IT.IBF.20.17 Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a company’s economic development.

IT.IBF.20.18 Interpret current economic statistics for various countries.

IT.IBF.20.19 Determine appropriate business strategies for operating in a foreign market in situation such as pure competition, monopolistic competitions, and oligopoly.

IT.IBF.30 Apply communication strategies necessary and appropriate for effective and profitable international business relations.

IT.IBF.30.01 Identify basic words and phrases in languages used in business throughout the world.

IT.IBF.30.02 Recognize business challenges related to people speaking various languages.

IT.IBF.30.03 Identify cultural differences in food, dress, and social behaviors throughout the world.

IT.IBF.30.04 Identify major holidays of various cultures, discuss how they are celebrated, and describe their impact on doing business internationally.

IT.IBF.30.05 Relate cultural attitudes about time, silence, space, and body and eye contact to successful international business relationships.

IT.IBF.30.06 Communicate internationally using electronic methods (e.g., telephone, fax, the Internet, and e-mail).

IT.IBF.30.07 Identify appropriate Web sites to use when planning and implementing international business activities.

IT.IBF.30.08 Describe the role and use of electronic communication tools (e.g., the Internet, video- and computer-conferencing, Webcasts, and e-mail) in international business activities.

IT.IBF.40 Describe the environmental factors that define what is considered ethical business behavior in a global business environment.

IT.IBF.40.01 List business actions that may positively or negatively influence ethical decisions regarding the environment, the consumer, and the well-being of society.

IT.IBF.40.02 Explain how a country’s culture, history, and politics can influence ethical decisions.

IT.IBF.50 Identify forms of business ownership and entrepreneurial opportunities available in international business.

IT.IBF.50.01 Identify types of ownership of selected businesses involved in international trade.

IT.IBF.50.02 Suggest an appropriate form of business ownership (e.g., sole proprietorship, partnership, or corporation) for different international business situations.

IT.IBF.50.03 Determine social and cultural influences on the form of business ownership used or required in different countries.

IT.IBF.50.04 Identify risks and rewards related to doing business in a foreign market.

IT.IBF.50.05 Identify organizations, government agencies, and their resources that a small and/or medium-sized business might use to investigate international trade opportunities.

IT.IBF.50.06 Debate the advantages and disadvantages of expansion into international trade activities for a given business.

IT.IBF.50.07 Describe situations appropriate for indirect and direct exporting.

IT.IBF.50.08 Distinguish between licensing and franchising for international business activities.

IT.IBF.50.09 Evaluate the use of foreign direct investments (e.g., a wholly owned subsidiary for international business activities).

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### IT.IBF.50.10 Analyze a company’s resources to determine its potential for becoming a global company.

### IT.IBF.50.11 Describe the potential economic and social contributions of global business decisions.

### IT.IBF.60 Relate balance of trade concepts to the import/export process.

| IT.IBF.60.01 | List examples of importing and exporting. |
| IT.IBF.60.02 | Discuss the differences between exporting a good and exporting a service. |
| IT.IBF.60.03 | Identify goods and services imported to and/or exported from a state, region, and country. |
| IT.IBF.60.04 | List the steps in the importing and exporting process. |
| IT.IBF.60.05 | Describe the risks associated with importing and exporting. |
| IT.IBF.60.06 | Identify the role of state and federal agencies and organizations that provide exporting information and assistance. |
| IT.IBF.60.07 | Discuss why government imposes trade barriers (e.g., quotas, tariffs, licensing requirements and exchange rate controls). |
| IT.IBF.60.08 | Describe several international trade agreements and organizations (e.g., WTO, EU, NAFTA, and MERCOSUR). |
| IT.IBF.60.09 | Describe major exports, imports, and trading partners for selected countries. |
| IT.IBF.60.10 | Calculate positive and negative trade balances. |

### IT.IBF.70 Analyze special challenges in operations and human resource management in international business.

| IT.IBF.70.01 | Identify how the management functions of planning, organizing, influencing, and controlling are affected in international operations and production. |
| IT.IBF.70.02 | Describe the role and purpose of the International Organization of Standardization. |
| IT.IBF.70.03 | Describe the different living and working conditions found in various countries. |
| IT.IBF.70.04 | Identify successful motivational techniques for workers in various countries. |

### IT.IBF.80 Apply marketing concepts to international business situations.

| IT.IBF.80.01 | Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures. |
| IT.IBF.80.02 | Contrast international consumer markets and organizational markets. |
| IT.IBF.80.03 | Describe how marketing mix elements need to be adapted for international marketing efforts. |
| IT.IBF.80.04 | Describe how cultural differences may affect the way a product is advertised and/or marketed in different countries. |
| IT.IBF.80.05 | Explain how foreign exchange rates, economic conditions, and the international business environment affect price charge in foreign markets. |
| IT.IBF.80.06 | Identify various strategies, in addition to advertising, that can be used to promote a product domestically and abroad (e.g., sponsorships, sampling, and education training). |

### IT.IBF.90 Explain the concepts, role, and importance of international finance and risk management.

| IT.IBF.90.01 | Define basic terms such as currency and currency exchange. |
| IT.IBF.90.02 | List the currencies of various countries. |
| IT.IBF.90.03 | Calculate simple currency exchange transactions. |
| IT.IBF.90.04 | Explain how currency exchange rates affect companies. |
| IT.IBF.90.05 | Describe the international monetary system, including the International Monetary Fund, the World Bank, and Eurocurrencies. |
| IT.IBF.90.06 | Compare international financial markets. |
| IT.IBF.90.07 | Explain growth, regulations, and the impact of international banking on global business. |
| IT.IBF.90.08 | Describe the mechanics, terminology, conditions, and terms of letters of credit and other documents. |

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IT.IBF.90.09 Identify major foreign exchange and commercial risks associated with international business activities.

Compiled from: *National Standards for Business Education*, 2001, NBEA.