

Business Management & Administration Career Cluster
Global Awareness and Cultural Competency
Course Number 07.44200

Course Description

Global Awareness and Cultural Competency is the second course in the International Business pathway. In this course, students will use the skills and knowledge acquired in the *Introduction to International Business* course and apply those skills to gain a better concept of an international business world. Students will also study real, specific, historical cases from international businesses over the years and analyze how those businesses have handled certain situations in foreign markets. One such study might be Colgate’s use of teeth whitening toothpaste in a country that values dark teeth.

Students will evaluate decisions made by businesses as either successes or failures, and use their knowledge of fundamental business concepts to make their own decisions on how to handle specific issues presented in the case studies. The use of case studies in this course allows students to use the knowledge gained in *Introduction to International Business* to analyze and evaluate decisions made by real international businesses. Various forms of technologies, internet research, and case study reading will be highlighted to expose students to the true international business situations. Employability and project management skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in co-curricular student organization, Future Business Leaders of America (FBLA), are integral components of the employability skills standard for this course.

Course Standard 1

BMA-GACC-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers

Georgia Department of Education

Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

BMA-GACC-2

Classify and describe career opportunities in international business and connect results to personality traits.

2.1 Research and compare top international companies based in the local, regional, and state economy and their growth opportunities.

- 2.2 Analyze strengths and weaknesses of different personality traits as they relate to successful career opportunities in international business.
- 2.3 Develop a well-written research paper appropriate to the business world on career opportunities in international business listing key personality traits, skill sets, technical tools, and employment requirements.
- 2.4 Collect and compare the technical skills, industry credentials, and education needed to succeed in an international business career.
- 2.5 Summarize from multiple sources the likely career opportunities based on personality and interests for an international business career.

Course Standard 3

BMA-GACC-3

Research and model the process for businesses to determine international market entry.

- 3.1 Research and analyze the key factors in international market entry decisions from case studies.
- 3.2 Explain and cite evidence how social, cultural, and political factors affect a decision by a company to enter an international market.
- 3.3 Analyze and describe the different aspects and basic features of current trade agreements.
- 3.4 Appraise the comparative advantage of several countries given specific trade agreements and opportunities to expand into new international markets.
- 3.5 Evaluate potential growth markets from the position of an international business to expand into and develop a model for growth to occur in a new market.
- 3.6 Investigate how the laws and customs of other countries may positively and negatively impact United States-based businesses operate globally.
- 3.7 Analyze the characteristics of resources and incentives available to organizations seeking to enter international markets (government incentives, international delegations, distributor networks, local organizations such as the World Trade Center, grants and other financial resources).

Course Standard 4

BMA-GACC-4

Utilize knowledge of basic marketing principles and cultural diversity in order to analyze international marketing strategies.

- 4.1 Identify pricing, product, placement, and promotion as basic marketing principles.
- 4.2 Research, evaluate, and develop a robust social media strategy that can be used by an international company.
- 4.3 Critique examples of successful and failed marketing communications in international business from available case studies.
- 4.4 Evaluate the effectiveness of an international company's website (navigation, accessibility, presentation, etc.).

Course Standard 5

BMA-GACC-5

Cite evidence to evaluate the strategies businesses employ to use venture capital to finance investment in international markets.

- 5.1 Investigate and make observations about various types of banks and services available to support international business transactions.
- 5.2 Compare and contrast potential sources of investment capital available to businesses desiring to enter international markets.
- 5.3 Analyze methods of entering and investing in foreign markets for international business growth opportunities.
- 5.4 Apply concepts of project management resources and tools and how they may impact the growth of companies in international countries and businesses.

Course Standard 6

BMA-GACC-6

Evaluate and draw conclusions about the relationship between culture and customer service in international business settings.

- 6.1 Investigate ways in which various international country cultural norms impact and change how customer service policies and procedures may be implemented.
- 6.2 Critique examples of the positive and negative impacts of a customer service department and policies on a company's success including internet forums for customer feedback and review.
- 6.3 Compare and contrast customer service expectations, and evaluate how international companies have mediated international situations through the review of case studies.
- 6.4 Discuss major sources of industry recognized standards and ratings for customer service.

Course Standard 7

BMA-GACC-7

Analyze sources of business risk when operating internationally, and explain the effects of risk management.

- 7.1 Discuss possible international business threats including political, regulatory, cultural, and financial sources.
- 7.2 Analyze risk management strategies and techniques, including performing root cause analyses, employed by international businesses to minimize potential financial loss.
- 7.3 Discuss why companies have experienced significant losses while conducting international business risks, policies, and procedures.
- 7.4 Compare and contrast laws that protect domestic businesses versus laws that protect international businesses.
- 7.5 Analyze and cite examples where project management techniques can impact the effects of risk management.

Course Standard 8

BMA-GACC-8

Connect the influences of cultural and historical differences on effective communication strategies in international business settings.

- 8.1 Evaluate examples of appropriate business (oral, written, visual, and digital) communication skills needed in the workplace to facilitate information and communication among cultural, generational, and gender groups.
- 8.2 Produce written communications that are appropriate for other cultures and generations utilizing proper tone, grammar, and bias-free language in the workplace.
- 8.3 Demonstrate appropriate etiquette in communication in a multicultural and generational environment in various scenarios.
- 8.4 Demonstrate appropriate verbal and nonverbal communications affecting international business relationships and negotiations with regard to conflict resolution.
- 8.5 Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific international business purposes.

Course Standard 9

BMA-GACC-9

Evaluate ethical and socially responsible business behavior in a global business environment.

- 9.1 Identify stakeholders and evaluate the ramifications of business decisions on stakeholder groups.
- 9.2 Compare and contrast ethical and unethical behaviors in various countries as related to international business growth, trade, customer service, and effective communication.
- 9.3 Evaluate the decisions made by contemporary international companies and discuss the level of ethical compliance as presented in case studies.
- 9.4 Analyze the personal and business consequences of engaging in unethical and/or illegal conduct in international settings.

Course Standard 10

BMA-GACC-10

Explore how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects, entrepreneurship development, and competitive events.

- 10.1 Explain the goals, mission and objectives of Future Business Leaders of America.
- 10.2 Explore the impact and opportunities a student organization (FBLA) can develop to bring business and education together in a positive working relationship through innovative leadership and career development programs.
- 10.3 Explore the local, state, and national opportunities available to students through participation in related student organization (FBLA) including but not limited to conferences, competitions, community service, philanthropy, and other FBLA activities.
- 10.4 Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

10.5 Explore the competitive events related to the content of this course and the required competencies, skills, and knowledge for each related event for individual, team, and chapter competitions.

Resources for Course 2

Weblinks	Title	Programs and Courses Applicable
<p>https://commisceo-global.com/quizzes/cultural-awareness-quizzes</p> <p>https://www.commisceo-global.com/quizzes/business-culture-quizzes?view=qcategory&cat_id=40</p>	Questionnaires	International Business, Marketing
<p>http://businesscasestudies.co.uk/case-studies/by-topic/</p> <p>http://www.onlinecollege.org/2011/10/03/20-classic-case-studies-every-business-student-should-know/</p> <p>https://www.thecasecentre.org/educators/casemethod/resources/freecasesoverview</p> <p>https://mitsloan.mit.edu/LearningEdge/Pages/Case-Studies.aspx</p>	Case Studies	International Business, Marketing
<p>http://ctaeir.org/Resources/Student_Info_Guides/International%20Business%20Marketing/Introduction%20to%20International%20Trade%20-%20Student%20Information%20Guide.pdf</p> <p>http://ctaeir.org/Resources/Student_Info_Guides/International%20Business%20Marketing/International%20Trade%20Organizations%20-%20Student%20Information%20Guide.pdf</p>	International Market and Trade	International Business, Marketing

Resources for Course 3

Weblinks	Title	Programs and Courses Applicable
http://ctaeir.org/Resources/Student_Info_Guides/International%20Business%20Marketing/Globalization%20in%20an%20International%20Market%20-%20Student%20Information%20Guide.pdf	Globalization	International Business, Marketing
https://www.mindtools.com/pages/article/newTMC_07.htm	Risk Analysis	International Business, Marketing