

# **International Business Projects & Curriculum**

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# Curriculum

- Course is approved for college credit from Schenectady Community College through the **University in the High School Program.**
- Schenectady High Business Education Approved Courses:
  - International Business
  - Marketing
  - Human Resource Management
  - E-Commerce
  - Business Law
  - Accounting
  - Microsoft Office

# Curriculum

- See Attached Syllabus.....
- This 20 week course discusses the cultural influences on global business, structure of multinational corporations, importing, exporting and trade relations, global marketing and consumer behavior, global competition and the effects on products we consume, foreign exchange and international career planning.

# Curriculum

- Text

Les Dlabay, Jim Scott  
International Business

3rd Edition ©2006

ISBN: 0538728604

ISBN13: 9780538728607

<http://school.cengage.com/>



<http://glencoe.mcgraw-hill.com/sites/0078685435/>

# Curriculum

- Notes, Slideshows, Materials
- Creative Teaching Ideas for International Business
  - National Business Education Association
  - 1914 Association Drive, Reston, VA 22091
  - ISBN: 0-933964-46-3
  - [www.nbea.org](http://www.nbea.org)

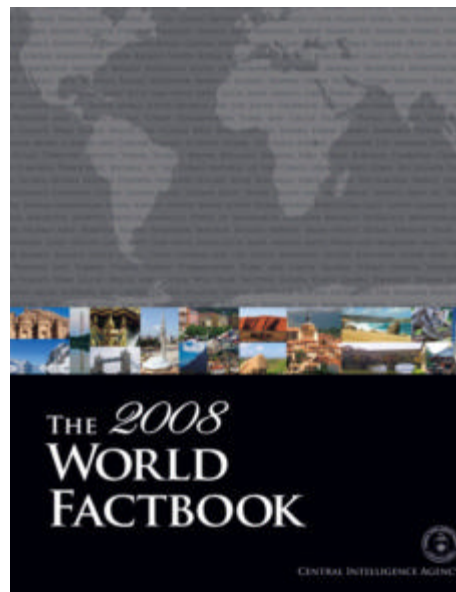


# Projects and Resources

- Country Research Project & Export Plan

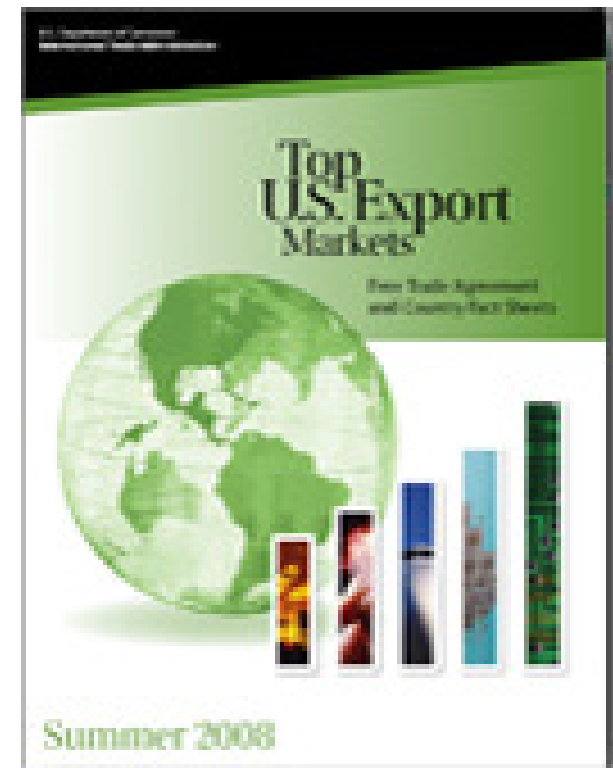
- <http://www.export.gov/>

- <http://www.cia.gov>



# Projects and Resources

- This reference book is made up of a series of two-page fact sheets on 14 current or pending free trade agreements, and 50 countries (plus the European Union) that are leading U.S. trade partners.
- [www.ita.doc.gov](http://www.ita.doc.gov)



# Projects and Resources

Industry Trade Data and Analysis  
Office of Trade and Industry Information



**DRIVING THE U.S. ECONOMY**

Approve the  
Colombia, Panama and South Korea FTAs

- <http://ita.doc.gov/td/industry/otea/OTII/OTII-index.html>
- [www.ita.doc.gov](http://www.ita.doc.gov)



# Federal Reserve Bank of New York



FEDERAL RESERVE BANK *of* NEW YORK

- **Teaching About the Global Economy Using the Internet (Grades 9-12)**
- <http://www.ny.frb.org/education/highschool.html>
- [www.ny.frb.org](http://www.ny.frb.org)

# Case Studies

Please see assignment in handout:

EURO DISNEY

COCA-COLA

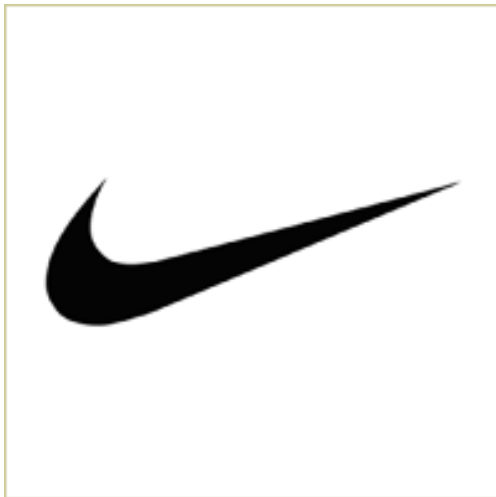
GLOBALIZATION



<http://dissertations.bc.edu/ashonors/200613/>

<http://www.oitc.com/Disney/Paris/English/LynEuroDisney.html>

# NIKE



- [www.nikebiz.com](http://www.nikebiz.com)
- Law Suits Kasky Vs. Nike
  - [http://reclaimdemocracy.org/nike/kasky\\_nike\\_justfacts.html](http://reclaimdemocracy.org/nike/kasky_nike_justfacts.html)
- FACTORY WORKING CONDITIONS

# Resources

INTERNATIONAL

## Trade Update

- <http://www.ita.doc.gov/media/Publications/>
- <http://trade.gov/press/publications/newsletters/index.asp>

# Automotive Resources

- <http://trade.gov/mas/manufacturing/OAAI/index.asp>



**TOYOTA**



**HONDA**



**KIA MOTORS**



Mercedes-Benz



# Videos and Articles

- [www.cnbc.com](http://www.cnbc.com)
- [www.wsjclassroom.com](http://www.wsjclassroom.com)

**THE WALL STREET JOURNAL.**  
**CLASSROOM EDITION**

- Articles