



INTERNATIONAL BUSINESS

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STANDARDS	PAGE REFERENCES
<p>STANDARD 0000-01 Students will identify and describe the planning function of management.</p>	
<p>0101 Explain what planning is and the importance of planning.</p>	<p>Student Edition: 66-70, 85-88, 210-213, 260, 280-283 <i>Competitive Event Prep</i> 49, 75, 105, 277, 345, 385 <i>Portfolio Worksheet</i> 101, 123 <i>Thematic Project</i> 76-77, 250-251, 322-323</p>
<p>0102 Explain the business decision-making process.</p>	<p>Student Edition: 86, 89-94, 136-139, 196-198, 211, 231-238, 281-283 <i>Competitive Event Prep</i> 105, 205, 227, 249, 277, 317, 345, 385 <i>Portfolio Worksheet</i> 101, 201, 245 <i>Thematic Project</i> 178-179, 322-323</p> <p>Teacher Annotated Edition: CT 200, 211, 236; DS 230; R 196, 234; TA 92, 198</p>

STANDARDS	PAGE REFERENCES
0103 Distinguish between strategic (long-term) and operational (short-term) plans.	Student Edition: 209, 212-213, 260 <i>Competitive Event Prep</i> 345 <i>Discussion Starter</i> 225 <i>Thematic Project</i> 322-323
0104 Identify planning tools used in project planning (budgets, schedules, policies, etc.).	Student Edition: 210-211 <i>The Global Workplace</i> 226 <i>Thematic Project</i> 322-323 <i>The U.S. Workplace</i> 204
STANDARD 0000-02 Students will identify and describe the organizing function of management.	
0201 Identify and provide examples of basic ownership forms: sole proprietorship, partnership, corporations, franchises, cooperatives, S-corporations and evaluate the advantages and disadvantages of each form.	Student Edition: 184-192, 193-195, 202-203, 313-314 <i>Competitive Event Prep</i> 205 <i>International Business Careers</i> 199 <i>Portfolio Worksheet</i> 201 <i>Standard & Poor's Case Study</i> 183, 207 Teacher Annotated Edition: CT 190, 200; TA 186
0202 Identify types of organization structure: line, line and staff, matrix, team, committee, and grapevine (optional); centralized vs decentralized; understand organization charts.	Student Edition: 214-216, 373 <i>Culture Corner</i> 219
0203 Understand legal aspects of business: laws pertaining to business practices (Sherman Act, Wheeler Lea Act, Clayton Act, Robinson-Patman Act.)	Student Edition: 111-112, 115-122, 125-126, 334 <i>Competitive Event Prep</i> 127 <i>Ethics & Issues</i> 66, 308 <i>Our Multicultural Workplace</i> 242 <i>Portfolio Worksheet</i> 123 <i>Social Studies/Law</i> 150 Teacher Annotated Edition: R 118

STANDARDS	PAGE REFERENCES
STANDARD 0000-03	
Students will identify and describe the directing (leadership) function of management.	
0301 Describe effective leadership qualities and the need for leadership.	Student Edition: 209-211, 217-220 <i>Our Multicultural Workplace</i> 216 Teacher Annotated Edition: MS 218; TA 210, 220
0302 Compare and contrast leadership styles: autocratic, democratic, laissez-faire.	Student Edition: 219-220, 337 Teacher Annotated Edition: TA 337
0303 Describe techniques managers use to motivate individual employees (e.g., goal setting, management, cross-training, empowerment, and self-direction).	Student Edition: 218, 334 Teacher Annotated Edition: MS 218
0304 Understand professionalism and why membership in professional associations is important.	This standard can be covered during classroom discussion of career development. Student Edition: <i>International Business Careers</i> 271, 315, 379
STANDARD 0000-04	
Students will identify and describe the controlling and evaluating functions of management.	
0401 Describe the importance of business mission statement, goals (short-term and long-term) and objectives.	Student Edition: 212-213 <i>Thematic Project</i> 322-323
0402 Determine alternative actions when goals are not being met in a specific situation (e.g., changing goals, changing strategies).	Student Edition: 220, 242 <i>Discussion Starter</i> 225 <i>World Market</i> 112

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0403 Evaluate performance expectations with established standards.	Student Edition: 220, 239-244, 246-247, 308, 333 <i>Our Multicultural Workplace</i> 228 <i>Standard & Poor's Case Study</i> 229 <i>The U.S. Workplace</i> 228 Teacher Annotated Edition: CT 241; R 242; TA 241
STANDARD 0000-05 Students will analyze and understand the importance of financial information.	
0501 Understand the purpose of various financial statements.	Student Edition: 302-308 <i>Ethics & Issues</i> 308 <i>The Global Workplace</i> 320
0502 Analyze and interpret the data that appears on financial statements, and how companies determine break-even analysis.	Student Edition: 302-307 <i>Competitive Event Prep</i> 249
0503 Identify sources for securing financing and information for starting and operating a business.	Student Edition: 162-165, 309-314, 316, 318-319 <i>Competitive Event Prep</i> 321 <i>Portfolio Worksheet</i> 317 Teacher Annotated Edition: CT 314; EL 165
STANDARD 0000-06 Students will define the overall nature of marketing and economics.	
0601 Understand economic growth and problems (recession, depression, inflation, GDP, etc.).	Student Edition: 136-138, 160-161, 335 <i>Business Week</i> 79 Teacher Annotated Edition: CT 138, 160; R 137

STANDARDS	PAGE REFERENCES
<p>0602</p> <p>Identify ways businesses compete with one another both domestically and globally.</p>	<p>Student Edition:</p> <p>89-92, 94-100, 113, 188-192, 196-197, 213, 222, 256-261, 262-270, 272, 274-275, 284-287, 375-378</p> <p><i>Business Week</i> 181, 325</p> <p><i>Culture Corner</i> 87</p> <p><i>Ethics & Issues</i> 378</p> <p><i>International Business Careers</i> 199</p> <p><i>Standard & Poor's Case Study</i> 5, 207, 255</p> <p><i>Thematic Project</i> 76-77</p> <p><i>World Market</i> 63, 112, 135, 169, 213, 235</p> <p>Teacher Annotated Edition:</p> <p>R 266; TA 264, 284, 377</p>
<p>0603</p> <p>Compare and contrast supply and demand and its affect on competition.</p>	<p>Student Edition:</p> <p>131, 133-135, 139, 140-143</p> <p><i>Our Multicultural Workplace</i> 146</p> <p>Teacher Annotated Edition:</p> <p>TA 132, 142</p>
<p>0604</p> <p>Compare and contrast various forms of competition (monopoly, monopolistic competition, oligopoly, pure competition).</p>	<p>Student Edition:</p> <p><i>Social Studies/Law</i> 150</p> <p><i>The U.S. Workplace</i> 298</p>
<p>0605</p> <p>Present various types of market segmentation and how a manager identifies a target market.</p>	<p>Student Edition:</p> <p>256-261, 263</p> <p><i>Did You Know?</i> 92</p>
<p>0606</p> <p>Identify and understand the four P's (the marketing mix: product, price, place, promotion).</p>	<p>Student Edition:</p> <p>256-261, 262-272, 274-275, 280-287, 288-292, 294, 296-297</p> <p><i>Competitive Event Prep</i> 299</p> <p><i>Portfolio Worksheet</i> 273, 295</p> <p><i>Thematic Project</i> 322-323</p> <p>Teacher Annotated Edition:</p> <p>R 266, 283; TA 264, 284, 290</p>

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STANDARD 0000-07	
Students will describe human resource management and its importance to the successful operation of an organization.	
0701 Discuss employee training and development. Understand management theories: Theories X, Y, Z, Herzberg's, Maslow's Hierarchy of Needs, etc.).	Student Edition: 217-218, 331-332, 333, 350-353, 378 <i>Portfolio Worksheet</i> 361 Teacher Annotated Edition: CT 353
0702 Identify methods used to recruit and select employees including issues such as hiring from within or from outside.	Student Edition: 329-332, 351 <i>World Market</i> 338
0703 Describe how the workplace has changed as a result of labor legislation (e.g., drug testing, ADA, sexual harassment, safety, right-to-privacy, affirmative action, termination/demotion, etc.)	Student Edition: 117-119, 334, 337-338 <i>Ethics & Issues</i> 34
0704 Identify trends in the modern workplace such as downsizing, quality control circles, teams, flexible work schedules, job-sharing, telecommuting, etc.)	Student Edition: 9, 12-13, 14-16, 354-356, 369-371, 374, 375-380 <i>Business Week</i> 325 <i>Ethics & Issues</i> 214 <i>Our Multicultural Workplace</i> 36, 57, 216, 370 <i>Tech Trends</i> 39, 194, 210, 236, 369 Teacher Annotated Edition: R 380
0705 Understand compensation and benefits.	Student Edition: 334 <i>The Global Workplace</i> 226
STANDARD 0000-08	
Understand and identify ethics and social responsibility as it relates to business.	
0801 Describe a business code of ethics.	Student Edition: 16-17, 18, 19-20 <i>Our Multicultural Workplace</i> 113 Teacher Annotated Edition: R 19; TA 17

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<p>0802</p> <p>Identify ethical issues in business such as dumping goods on the market at below-cost prices, bribery, trading with other countries where labor practices are unfair and human rights violations exist, computer hacking, false advertising, bate & switch tactics, etc., and their impact.</p>	<p>Student Edition:</p> <p>97</p> <p><i>Ethics & Issues</i> 97, 116, 162, 214, 233, 257, 286, 334</p> <p><i>Standard & Poor's Case Study</i> 107</p> <p>Teacher Annotated Edition:</p> <p>CT 20; TA 17</p>
<p>0803</p> <p>Explain the overall nature of social responsibility.</p>	<p>Student Edition:</p> <p>17-18</p> <p><i>Ethics & Issues</i> 19, 138, 187</p> <p><i>Thematic Project</i> 250-251</p> <p><i>World Market</i> 213</p>