



INTERNATIONAL BUSINESS

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STANDARDS	PAGE REFERENCES
<p>STANDARD 08.7999-01 Students will understand the impact of economics, cultural, and political environments of global business.</p>	
<p>08.7999-0101 Explain how domestic business differs from international business.</p>	
<ul style="list-style-type: none"> Distinguish between domestic business and international business. 	<p>Student Edition: 6-7 <i>Before You Read</i> 6 <i>Reading Check</i> 7 <i>Quick Check</i> 13 #1</p> <p>Teacher Annotated Edition: IP TM57 #1-#2</p>
<ul style="list-style-type: none"> Explain the reasons why international business is important. 	<p>Student Edition: 6-7, 9, 12, 14-16, 22 <i>Why It's Important</i> 6 <i>Main Idea</i> 14 <i>Quick Check</i> 22 #1</p> <p>Teacher Annotated Edition: DS 6, 14; E TM57; MS 7, 16</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Explain how historic factors influence current business activities and trade relations. 	<p>Student Edition: 8-9, 19 <i>As You Read</i> 8 <i>Caption Question</i> 8 <i>Quick Check</i> 13 #2</p> <p>Teacher Annotated Edition: R 9</p>
08.7999-0102 Describe basic international business activities.	
<ul style="list-style-type: none"> Explain the components of the international marketing environment. 	<p>Student Edition: 256-261 <i>As You Read</i> 258, 259 <i>Caption Question</i> 260 <i>Our Multicultural Workplace</i> 261 <i>Quick Check</i> 261 #1-#4</p> <p>Teacher Annotated Edition: CT 260; DS 256; E TM123; IP TM123 #1-#3; M TM123; MS 257; R 258; TA 258</p>
<ul style="list-style-type: none"> List examples of exports and imports. 	<p>Student Edition: 7, 83 <i>Before You Read</i> 82 <i>As You Read</i> 86 <i>Culture Corner</i> 87 <i>Quick Check</i> 88 #1 <i>World Market</i> 91</p> <p>Teacher Annotated Edition: IP TM57 #1-#2; M TM77; MS 83, 90</p>
<ul style="list-style-type: none"> Explain the purpose of trade barriers. 	<p>Student Edition: 94-95, 113 <i>Caption Question</i> 95 <i>Review and Activities</i> 125 #9</p> <p>Teacher Annotated Edition: CT 96; M TM78</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Identify differences in doing business in other countries. 	<p>Student Edition: 30-36, 39-42, 53-60 <i>Caption Question</i> 31, 32 <i>Culture Corner</i> 41, 87, 117, 142, 191, 219, 240, 283, 332 <i>Portfolio Worksheet</i> 45</p> <p>Teacher Annotated Edition: CT 35, 42, 54; EL 44; MS 31; R 32, 40, 60; TA 33, 39, 57</p>
<p>08.7999-0103 Explain the economic concept of scarcity.</p>	
<ul style="list-style-type: none"> Identify ways different countries cope with the basic economic problem of scarcity. 	<p>Student Edition: 90, 136, 155 <i>Tech Trends</i> 133 <i>Reading Check</i> 136</p> <p>NOTE: Scarcity relates to economic resources, discussed on pages 133-135.</p> <p>Teacher Annotated Edition: R 133; TA 136</p>
<ul style="list-style-type: none"> Explain the steps of the decision making process. 	<p>Student Edition: 211 <i>Portfolio Worksheet</i> 223</p> <p>Teacher Annotated Edition: CT 211</p>
<ul style="list-style-type: none"> Explain opportunity costs. 	<p>Student Edition: 136</p> <p>Teacher Annotated Edition: TA 136</p>
<ul style="list-style-type: none"> Explain the benefits/values relationships involved in making opportunity cost decisions. 	<p>Student Edition: 136</p> <p>Teacher Annotated Edition: TA 136</p>

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08.7999-0104 Describe how a culture reflects a way of life adopted by a group.	
<ul style="list-style-type: none"> Explain how culture sets the boundaries of behavior. 	<p>Student Edition: 30-36, 37-39 <i>Caption Question</i> 31, 32, 33 <i>Ethics and Issues</i> 34 <i>As You Read</i> 34 <i>Quick Check</i> 36 #1-#2 <i>Culture Corner</i> 41, 87, 117, 142, 191, 219, 240, 283, 332 <i>Portfolio Worksheet</i> 45</p> <p>Teacher Annotated Edition: CT 35; DS 30; MS 31; R 32; TA 33</p>
<ul style="list-style-type: none"> Identify observable and hidden components in a culture. 	<p>Student Edition: 30-36, 37-39 <i>Caption Question</i> 31, 32</p> <p>Teacher Annotated Edition: CT 35; TA 33</p>
<ul style="list-style-type: none"> Explain how every culture has multiple subcultures. 	<p>Student Edition: 35 <i>Reading Check</i> 35 <i>Quick Check</i> 36</p>
<ul style="list-style-type: none"> Explain the family influence on culture. 	<p>Family can be considered a social institution and is discussed on the following pages:</p> <p>Student Edition: 37-39</p>
<ul style="list-style-type: none"> Identify other influences that shape a culture. 	<p>Student Edition: 30-36, 37-39 <i>Caption Question</i> 31, 32</p> <p>Teacher Annotated Edition: CT 35; TA 33</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Describe the role of language in business transactions. 	<p>Student Edition: 50-59 <i>Did You Know?</i> 53 <i>Caption Question</i> 55, 58 <i>As You Read</i> 56 <i>Culture Corner</i> 56 <i>Our Multicultural Workplace</i> 57 <i>Review and Activities</i> 104 #14</p> <p>Teacher Annotated Edition: CT 54; DS 52; MS 53; TA 57</p>
08.7999-0105 Explain the ways government influences business.	
<ul style="list-style-type: none"> Explain the purpose of a political system. 	<p>Student Edition: 108-110 <i>Caption Question</i> 109</p> <p>Teacher Annotated Edition: DS 108; R 109</p>
<ul style="list-style-type: none"> Identify the benefits and concerns facing a multi-national company. 	<p>Student Edition: 36, 90, 96, 167-168, 188, 260-261 <i>Quick Check</i> 36 #4 <i>Our Multicultural Workplace</i> 113, 261 <i>Ethics and Issues</i> 116 <i>Caption Question</i> 119 <i>Review and Activities</i> 204 #12</p> <p>Teacher Annotated Edition: CT 96; EL 114; R 188</p>
<ul style="list-style-type: none"> Describe laws that are created to protect workers and consumers. 	<p>Student Edition: 116-118 <i>As You Read</i> 117 <i>Caption Question</i> 118, 119 <i>Review and Activities</i> 124</p> <p>Teacher Annotated Edition: CT 119; R 118; TA 117</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Describe the techniques governments use to encourage global business activities. 	<p>Student Edition: 94, 96-100, 108-114 <i>Caption Question</i> 98 <i>Quick Check</i> 100 #3, 114 #2-#4</p> <p>Teacher Annotated Edition: DS 108; EL 98, 114; MS 109; R 94, 109; TA 111</p>
<p>STANDARD 08.7999-02 Students will understand marketing/business concepts.</p>	
<p>08.7999-0201 Explain the different forms of business organization.</p>	
<ul style="list-style-type: none"> Explain how to begin a sole proprietorship. 	<p>Student Edition: 185 <i>Caption Question</i> 186</p> <p>Teacher Annotated Edition: DS 184; MS 185; TA 186</p>
<ul style="list-style-type: none"> Identify the main characteristics of a corporation. 	<p>Student Edition: 186-187 <i>Caption Question</i> 186</p> <p>Teacher Annotated Edition: IP TM103 #1-#3</p>
<ul style="list-style-type: none"> Describe attributes of a multi-national company. 	<p>Student Edition: 188 <i>Quick Check</i> 192 #2 <i>Review and Activities</i> 204 #12</p> <p>Teacher Annotated Edition: R 188</p>
<ul style="list-style-type: none"> Explain the differences between direct and indirect exporting. 	<p>Student Edition: 91-92, 189 <i>Quick Check</i> 100 #2</p> <p>Teacher Annotated Edition: TA 92</p>

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<ul style="list-style-type: none"> Identify the methods for getting involved in international business. 	<p>Student Edition: 188-192 <i>Thematic Project</i> 178-179, 250-251 <i>Our Multicultural Workplace</i> 185 <i>As You Read</i> 189 <i>Caption Question</i> 190 <i>Reading Check</i> 190 <i>Quick Check</i> 192</p> <p>Teacher Annotated Edition: CT 190; E TM95; EL 192</p>
08.7999-0202 Explain how importing creates business opportunities.	
<ul style="list-style-type: none"> Explain the process of becoming an importer. 	<p>Student Edition: 85-86, 90 <i>Quick Check</i> 88 #3 <i>International Business Careers</i> 99 <i>Portfolio Worksheet</i> 101</p> <p>Teacher Annotated Edition: CT 86; MS 83</p>
<ul style="list-style-type: none"> Describe details involved to find and purchase products in demand. 	<p>Student Edition: 85 <i>Tech Trends</i> 85 <i>Portfolio Worksheet</i> 101</p> <p>Teacher Annotated Edition: CT 86; R 86</p>
<ul style="list-style-type: none"> Explain the exporting process and the barriers involved. 	<p>Student Edition: 83, 86-88, 89-95 <i>Culture Corner</i> 87 <i>As You Read</i> 91 <i>Caption Question</i> 93 <i>Quick Check</i> 100 #1-#2 <i>Unit Thematic Project</i> 178-179</p> <p>Teacher Annotated Edition: CT 86, 93; MS 90; TA 92</p>

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<ul style="list-style-type: none"> Describe balance of payments with balance of trade. 	<p>Student Edition: 94-95, 137, 159 <i>Caption Question 95</i> <i>Review and Activities 103 #7, #10, 104 #17</i></p> <p>Teacher Annotated Edition: R 94</p>
<ul style="list-style-type: none"> Identify products that are considered pure competition. 	<p>Perfect competition, another term for pure competition, is discussed on the following page:</p> <p>Student Edition: 285</p>
<p>08.7999-0203 Explain the role of foreign exchange and international finance.</p>	
<ul style="list-style-type: none"> Describe the process used in international business transactions. 	<p>Student Edition: 82-88, 91-94 <i>Tech Trends 85</i> <i>Quick Check 88 #2-#4</i></p> <p>Teacher Annotated Edition: CT 86; DS 82; EL 88; R 86; TA 84, 92</p>
<ul style="list-style-type: none"> Identify the factors that affect the value of a country's currency. 	<p>Student Edition: 156-158, 161-162 <i>Caption Question 157, 158</i> <i>Tech Trends 161</i> <i>Quick Check 165 #2</i></p> <p>Teacher Annotated Edition: IP TM96 #1-#3; R 158</p>
<ul style="list-style-type: none"> Explain how currency is affected by supply and demand. 	<p>Student Edition: 131 (supply and demand) 156 (effects of supply and demand on currency can be introduced with the information on currency) and 156-161 (currency exchange)</p> <p>Teacher Annotated Edition: DS 154</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Explain the duties of the International Monetary Fund. 	<p>Student Edition: 88, 162, 604 <i>Quick Check 165 #4</i></p> <p>Teacher Annotated Edition: R 162</p>
<ul style="list-style-type: none"> Describe the main types of international business transactions. 	<p>Student Edition: 82-88, 91-94 <i>Tech Trends 85</i> <i>Quick Check 88 #2-#4</i></p> <p>Teacher Annotated Edition: CT 86; DS 82; EL 88; R 86; TA 84, 92</p>
<p>08.7999-0204 Explain how legal systems affect international business.</p>	
<ul style="list-style-type: none"> Describe the characteristics of civil and common law. 	<p>Student Edition: 115-116 <i>Reading Check 116</i> <i>Quick Check 122 #1, #3</i> <i>Review and Activities 126 #17</i></p> <p>Teacher Annotated Edition: MS 116</p>
<ul style="list-style-type: none"> Explain the term liability. 	<p>Student Edition: 116-117 <i>As You Read 117</i></p> <p>Teacher Annotated Edition: TA 117</p>
<ul style="list-style-type: none"> Identify differences in property rights internationally. 	<p>Student Edition: 118-119 <i>Caption Question 118</i> <i>Did You Know 119</i> <i>Quick Check 122 #2</i> <i>Review and Activities 126 #16</i> <i>Ethics and Issues 257</i></p> <p>Teacher Annotated Edition: R 118</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Explain trademarks used as protective means for creative works. 	<p>Student Edition: 118</p> <p>Teacher Annotated Edition: IP TM84 #1-#3; R 118</p>
<ul style="list-style-type: none"> Identify each component of a valid contract. 	<p>Student Edition: Types of contracts may include purchase agreements (pages 87-88), franchise agreements (page 190), employment agreements (page 331), and collective bargaining agreements (pages 338 and 340). Disputes over contracts would need to be resolved legally (page 120, <i>Caption Question 120</i>).</p> <p>Teacher Annotated Edition: EL 88</p>
<ul style="list-style-type: none"> Describe the function of the International Court of Justice. 	<p>Student Edition: 119 (Information about the International Court of Justice, which is part of the United Nations, can be introduced with information on the UN's World Intellectual Property Organization.)</p>
<p>08.7999-0205 Describe the differing roles of managers in international organizations.</p>	
<ul style="list-style-type: none"> Explain the characteristics of a manager. 	<p>Student Edition: 209-210, 337 <i>Caption Question 209</i> <i>Quick Check 216 #1</i></p> <p>Teacher Annotated Edition: F TM109; MS 209; TA 210</p>
<ul style="list-style-type: none"> Describe the four aspects of the managerial process. 	<p>Student Edition: 210-216, 217-222 <i>Caption Question 212, 215</i> <i>Reading Check 214</i> <i>Our Multicultural Workplace 216</i> <i>Quick Check 216 #2, 222 #1-#3</i> <i>Portfolio Worksheet 223</i></p> <p>Teacher Annotated Edition: CT 211, 220; DS 217; IP TM109 #1-#3; MS 218; R 213; TA 220</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Identify managerial ways to motivate, lead, and control. 	<p>Student Edition: 217-222 <i>Caption Question</i> 218 <i>As You Read</i> 219 <i>Quick Check</i> 222 #1-#4 <i>Review and Activities</i> 225 #11</p> <p>Teacher Annotated Edition: C TM110; CT 220; E TM110; F TM110; IP TM110 #1-#3; MS 218; TA 220</p>
<ul style="list-style-type: none"> Explain the organization of most businesses. 	<p>Student Edition: 214-216 <i>Caption Question</i> 215 <i>Quick Check</i> 216 #3-#4 <i>Review and Activities</i> 226 #16, 227 #19</p> <p>Teacher Annotated Edition: C TM110; E TM109; EL 215</p>
<ul style="list-style-type: none"> Describe the differences of domestic and exporting companies. 	<p>Student Edition: 7, 83, 86-88, 89-93 <i>Quick Check</i> 13 #1, 88 #1, 100 #1-#2 <i>Review and Activities</i> 25 #7 <i>As You Read</i> 91 <i>International Business Careers</i> 99</p> <p>Teacher Annotated Edition: CT 86, 93; MS 90; TA 92</p>
<p>08.7999-0206 Identify differences in global human resource management.</p>	
<ul style="list-style-type: none"> Explain why unskilled host-country workers fill positions. 	<p>Student Edition: <i>Ethics and Issues</i> 214, 334 <i>Review and Activities</i> 345 #19</p> <p>Teacher Annotated Edition: R 332</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Describe the four human resources management approaches. 	<p>Student Edition: 329-330 <i>Our Multicultural Workplace</i> 329 <i>As You Read</i> 330 <i>Quick Check</i> 334 <i>Review and Activities</i> 343 #9</p> <p>Teacher Annotated Edition: MS 329</p>
<ul style="list-style-type: none"> Identify how international companies recruit employees. 	<p>Student Edition: 330-331 <i>Caption Question</i> 331 <i>Quick Check</i> 334</p> <p>Teacher Annotated Edition: F TM143; TA 331</p>
<ul style="list-style-type: none"> Explain the personal characteristics that interest employers. 	<p>Student Edition: 331, 332, 348-350, 351 <i>Caption Question</i> 330 <i>Reading Check</i> 332 <i>Portfolio Worksheet</i> 341 <i>Reading Check</i> 351 <i>Quick Check</i> 353 #1</p> <p>Teacher Annotated Edition: MS 349; R 351; TA 331</p>
<ul style="list-style-type: none"> Describe what causes employee failures. 	<p>Student Edition: 333 <i>Reading Check</i> 333</p> <p>Teacher Annotated Edition: F TM143; MS 329</p>
<ul style="list-style-type: none"> Identify ways to motivate employees. 	<p>Student Edition: 218, 334 <i>Quick Check</i> 222 #4</p> <p>Teacher Annotated Edition: C TM144; E TM143; F TM143; MS 218</p>

STANDARDS	PAGE REFERENCES
08.7999-0207 Describe career development opportunities in international marketing.	
<ul style="list-style-type: none"> Explain ways to plan for personal career development. 	<p>Student Edition: 350, 360 <i>Portfolio Worksheet</i> 341, 361 <i>Review and Activities</i> 363 #8, 365 #19 <i>Unit Thematic Project</i> 386-387</p> <p>Teacher Annotated Edition: DS 348; EL 360; MS 349</p>
<ul style="list-style-type: none"> Identify the five factors that affect career choice. 	<p>Student Edition: 348-350 <i>Graphic Organizer</i> 348 <i>Quick Check</i> 353 #1 <i>Unit Thematic Project</i> 386-387</p> <p>Teacher Annotated Edition: MS 349</p>
<ul style="list-style-type: none"> Explain how industry trends can affect career choices. 	<p>Student Edition: 360 <i>Review and Activities</i> 364 #13 <i>Unit Thematic Project</i> 386-387</p> <p>NOTE: The growth outlook for selected jobs is found on pages: <i>International Business Careers</i> 21, 43, 69, 99, 121, 145, 171, 199, 243, 271, 293, 315, 339, 359, and 379.</p> <p>Teacher Annotated Edition: EL 360</p>
<ul style="list-style-type: none"> Identify the seven important elements to a resumé. 	<p>Student Edition: Résumés are discussed on the following pages: <i>Caption Question</i> 349 <i>Ethics and Issues</i> 351.</p> <p>Teacher Annotated Edition: TA 350</p>

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<ul style="list-style-type: none"> Explain preparation needed for a successful interview. 	<p>Student Edition: 331, 332 <i>Caption Question</i> 330</p> <p>Teacher Annotated Edition: F TM143</p>
<p>08.7999-0208 Explain marketing information management in global business.</p>	
<ul style="list-style-type: none"> Describe the contrast in domestic and international business environment. 	<p>Student Edition: 260-261, 332, 357-359 <i>Our Multicultural Workplace</i> 261, 358 <i>Tech Trends</i> 356 <i>As You Read</i> 357 <i>Review and Activities</i> 364 #12, #14, #16-#17</p> <p>Teacher Annotated Edition: CT 358; TA 357</p>
<ul style="list-style-type: none"> Explain what icons are meaningful across cultures. 	<p>Student Edition: 62, 264 <i>Review and Activities</i> 277 #19</p> <p>Teacher Annotated Edition: TA 264</p>
<ul style="list-style-type: none"> Identify challenges to global information systems. 	<p>Student Edition: 369-371, 373-374 <i>Before You Read</i> 368 <i>Tech Trends</i> 369 <i>Our Multicultural Workplace</i> 370 <i>As You Read</i> 370 <i>Caption Question</i> 372</p> <p>Teacher Annotated Edition: DS 368; EL 374; MS 369</p>
<ul style="list-style-type: none"> Explain the pros and cons of primary and secondary data and the trade-offs. 	<p>Student Edition: 282-283 <i>As You Read</i> 283</p> <p>Teacher Annotated Edition: R 283</p>

STANDARDS	PAGE REFERENCES
STANDARD 08.7999-03	
Students will understand marketing in a global economy and financial management.	
08.7999-0301 Explain differences between international and domestic marketing activities.	
<ul style="list-style-type: none"> Describe the difference between consumer and organizational markets. 	<p>Student Edition: 257-259 <i>As You Read</i> 258 <i>Reading Check</i> 259 <i>Quick Check</i> 261 #1</p> <p>Teacher Annotated Edition: CT 260; MS 257</p>
<ul style="list-style-type: none"> Explain how communication and technology creates marketing opportunities. 	<p>Student Edition: 261, 265-267 <i>Caption Question</i> 264 <i>Tech Trends</i> 267 <i>Did You Know</i> 268 <i>Quick Check</i> 272 #2 <i>Unit Thematic Project</i> 322-323</p> <p>Teacher Annotated Edition: R 266</p>
<ul style="list-style-type: none"> Identify the phases of the marketing process. 	<p>Student Edition: 256, 261 <i>Before You Read</i> 256 <i>Unit Thematic Project</i> 322-323</p> <p>Teacher Annotated Edition: DS 256</p>
<ul style="list-style-type: none"> Identify the four components of the marketing mix. 	<p>Student Edition: 256, 261, 262, 294 <i>Our Multicultural Workplace</i> 261 <i>Reading Check</i> 294 <i>Quick Check</i> 294 #3 <i>Unit Thematic Project</i> 322-323</p> <p>Teacher Annotated Edition: C TM124; F TM123</p>

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<ul style="list-style-type: none"> Explain the seven sections of a marketing plan. 	<p>Student Edition: 260 <i>Caption Question 260</i> <i>Unit Thematic Project 322-323</i></p> <p>Teacher Annotated Edition: DS 256</p>
<ul style="list-style-type: none"> Describe the four factors of the marketing environment. 	<p>Student Edition: Information on the marketing environment is found on pages 257-261. <i>As You Read 258</i> <i>Reading Check 259</i> <i>Unit Thematic Project 322-323</i></p> <p>Teacher Annotated Edition: CT 260; MS 257; R 258; TA 258</p>
<ul style="list-style-type: none"> Explain how psychographics affect purchasing choices. 	<p>Student Edition: 258 <i>Review and Activities 299 #18</i></p> <p>Teacher Annotated Edition: R 258</p>
<p>08.7999-0302 Describe the process for satisfying customer needs.</p>	
<ul style="list-style-type: none"> Identify types of consumer products. 	<p>Student Edition: 280-281 <i>Caption Question 281</i> <i>Did You Know 281</i></p> <p>Teacher Annotated Edition: MS 281</p>
<ul style="list-style-type: none"> Describe services used daily by individuals and businesses. 	<p>Student Edition: 84, 281 <i>Caption Question 84</i></p> <p>Teacher Annotated Edition: TA 84</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Explain the new product development process. 	<p>Student Edition: 281-284 <i>Unit Thematic Project</i> 250-251 <i>Caption Question</i> 282 <i>As You Read</i> 283 <i>Quick Check</i> 287 #2 <i>Portfolio Worksheet</i> 295</p> <p>Teacher Annotated Edition: R 283; TA 284</p>
<ul style="list-style-type: none"> Explain how new product ideas are researched and marketed. 	<p>Student Edition: 282-284 <i>Unit Thematic Project</i> 250-251 <i>Caption Question</i> 282 <i>Portfolio Worksheet</i> 295 <i>Review and Activities</i> 297 #10</p> <p>Teacher Annotated Edition: F TM129; R 283</p>
<ul style="list-style-type: none"> Explain the purpose of a test market. 	<p>Student Edition: 282 <i>Portfolio Worksheet</i> 295</p> <p>Teacher Annotated Edition: DS 280</p>
<ul style="list-style-type: none"> Identify various global and generic brands used by companies. 	<p>Student Edition: 284 <i>World Market</i> 16, 35, 63, 91, 112, 135, 169, 197, 235, 266, 291, 306, 338, 352, 371 <i>Ethics and Issues</i> 257 <i>Caption Question</i> 284</p> <p>Teacher Annotated Edition: TA 284</p>

STANDARDS	PAGE REFERENCES
08.7999-0303 Identify the factors that influence the price of an item.	
<ul style="list-style-type: none"> Describe the factors that influence the amount of cost of an item. 	<p>Student Edition: 284-287 <i>Tech Trends</i> 285 <i>Ethics and Issues</i> 286 <i>Quick Check</i> 287 #3 <i>Review and Activities</i> 298 #12, #17</p> <p>Teacher Annotated Edition: CT 286; EL 287</p>
<ul style="list-style-type: none"> Identify the steps used to calculate the markup of an item. 	<p>Student Edition: 284-286</p> <p>Teacher Annotated Edition: CT 286</p>
<ul style="list-style-type: none"> Explain the difference between direct and indirect distribution channels. 	<p>Student Edition: 289-290 <i>Caption Question</i> 289, 290</p> <p>Teacher Annotated Edition: TA 290</p>
<ul style="list-style-type: none"> Describe the five functions of a wholesaler. 	<p>Student Edition: Wholesalers are discussed on pages 259 and 289.</p> <p>Teacher Annotated Edition: DS 288</p>
<ul style="list-style-type: none"> Identify types of retailers. 	<p>Student Edition: 289 <i>Caption Question</i> 289</p> <p>Teacher Annotated Edition: DS 288</p>
<ul style="list-style-type: none"> Explain the services provided by global business intermediaries. 	<p>Student Edition: 290-291 <i>Quick Check</i> 294 #4</p> <p>Teacher Annotated Edition: DS 288; R 291</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Identify the qualifying elements needed to adequately package a product. 	<p>Student Edition: 233-234 <i>As You Read</i> 233 <i>Ethics and Issues</i> 233 <i>Caption Question</i> 234</p> <p>Teacher Annotated Edition: R 234</p>
<p>08.7999-0304 Describe ways that people and companies communicate ideas to others.</p>	
<ul style="list-style-type: none"> Explain the communication process and how it varies culturally. 	<p>Student Edition: 52-60, 61-70 <i>Did You Know?</i> 53 <i>Caption Question</i> 54, 55, 58, 64, 67 <i>As You Read</i> 56 <i>Reading Check</i> 59, 66 <i>Quick Check</i> 60 #1-#4, 70 #1-#3</p> <p>Teacher Annotated Edition: CT 54, 67; DS 52, 61; EL 70; MS 53, 62; R 60, 65; TA 57, 264</p>
<ul style="list-style-type: none"> Identify the main promotional activities. 	<p>Student Edition: 262-272 <i>Reading Check</i> 263 <i>Caption Question</i> 264 <i>Tech Trends</i> 267 <i>As You Read</i> 270 <i>Quick Check</i> 272 #1-#3</p> <p>Teacher Annotated Edition: CT 268; DS 262; EL 270; MS 263; R 266; TA 264</p>
<ul style="list-style-type: none"> Describe the advertising planning process. 	<p>Student Edition: 262-267 <i>Reading Check</i> 263 <i>Caption Question</i> 264, 265</p> <p>Teacher Annotated Edition: DS 262; R 266; TA 264</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Describe the steps of the personal selling process. 	<p>Student Edition: 267-268</p> <p>Teacher Annotated Edition: CT 268</p>
<p>08.7999-0305 Describe the risks and risk management strategies in international businesses.</p>	
<ul style="list-style-type: none"> Identify social risks that arise from cultural differences. 	<p>Student Edition: 56, 58-59, 61-70 <i>Caption Question</i> 58, 64, 66, 67 <i>Reading Check</i> 59 <i>Quick Check</i> 70 #1-#2 <i>Thematic Project</i> 76</p> <p>Teacher Annotated Edition: DS 52; EL 70; MS 53; R 65; TA 57, 63</p>
<ul style="list-style-type: none"> Explain how economic conditions can affect international businesses. 	<p>Student Edition: 10, 136-138 <i>Quick Check</i> 139 #3</p> <p>Teacher Annotated Edition: CT 10, 138; R 137</p>
<ul style="list-style-type: none"> Explain the steps of the risk management process. 	<p>Student Edition: 166-172 <i>As You Read</i> 167 <i>Caption Question</i> 167</p> <p>Teacher Annotated Edition: CT 172; DS 166; MS 167; R 170; TA 168</p>
<ul style="list-style-type: none"> Identify the five elements of insurable risks. 	<p>Student Edition: Insurable risk is discussed on pages 170-171. <i>Quick Check</i> 172 #3</p> <p>Teacher Annotated Edition: R 170</p>

STANDARDS	PAGE REFERENCES
<ul style="list-style-type: none"> Describe three main risks covered by Overseas Private Investment Corporation. 	<p>Information on Overseas Private Investment Corporation can be introduced in the discussion on reducing risks.</p> <p>Student Edition: 168-169, 172</p>
<ul style="list-style-type: none"> Identify common methods used by global companies to reduce their risk. 	<p>Student Edition: 168-169, 172</p> <p>Teacher Annotated Edition: CT 172; TA 168</p>