

Student's Name/Initial:

/ Date:

Teacher's Initials:

Date:

INTERNATIONAL BUSINESS AND MARKETING STUDENT PROFILE

COURSE CODE: 5032

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
- 2 - Moderately skilled--can perform task completely with limited supervision
- 1 - Limitedly skilled--requires instruction and close supervision
- N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
- 2 - Moderately knowledgeable--understands the concept
- 1 - Limitedly knowledgeable--requires additional instruction
- N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___1. Review school safety policies and procedures.
- ___ ___ ___ ___2. Review classroom safety rules and procedures.
- ___ ___ ___ ___3. Review safety procedures for using equipment in the classroom.
- ___ ___ ___ ___4. Identify major causes of work-related accidents in office environments.
- ___ ___ ___ ___5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
- ___ ___ ___ ___2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
- ___ ___ ___ ___3. Explain the benefits and responsibilities of being a member of a CTSO.
- ___ ___ ___ ___4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
- ___ ___ ___ ___2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
- ___ ___ ___ ___3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
- ___ ___ ___ ___4. Explain the consequences of social, illegal, and unethical uses of technology, e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment.
- ___ ___ ___ ___5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
- ___ ___ ___ ___7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___1. Demonstrate punctuality.
- ___ ___ ___ ___2. Demonstrate self-representation.
- ___ ___ ___ ___3. Demonstrate work ethic.
- ___ ___ ___ ___4. Demonstrate respect.
- ___ ___ ___ ___5. Demonstrate time management.
- ___ ___ ___ ___6. Demonstrate integrity.
- ___ ___ ___ ___7. Demonstrate leadership.
- ___ ___ ___ ___8. Demonstrate teamwork and collaboration.
- ___ ___ ___ ___9. Demonstrate conflict resolution.
- ___ ___ ___ ___10. Demonstrate perseverance.
- ___ ___ ___ ___11. Demonstrate commitment.
- ___ ___ ___ ___12. Demonstrate a healthy view of competition.
- ___ ___ ___ ___13. Demonstrate a global perspective.
- ___ ___ ___ ___14. Demonstrate health and fitness.
- ___ ___ ___ ___15. Demonstrate self-direction.
- ___ ___ ___ ___16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

- 3 2 1 N
____ _ 1. Demonstrate effective speaking and listening skills.
____ _ 2. Demonstrate effective reading and writing skills.
____ _ 3. Demonstrate mathematical reasoning.
____ _ 4. Demonstrate job-specific mathematics skills.
____ _ 5. Demonstrate critical-thinking and problem-solving skills.
____ _ 6. Demonstrate creativity and resourcefulness.
____ _ 7. Demonstrate an understanding of business ethics.
____ _ 8. Demonstrate confidentiality.
____ _ 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
____ _ 10. Demonstrate diversity awareness.
____ _ 11. Demonstrate job acquisition and advancement skills.
____ _ 12. Demonstrate task management skills.
____ _ 13. Demonstrate customer-service skills.

F. FOUNDATIONS

- 3 2 1 N
____ _ 1. Define international business terms.
____ _ 2. Explain the difference between a domestic business and an international business.
____ _ 3. Identify the impact of the external factors on the operations of a business entity, including climate; time zones; distance; topography; natural resources; and political, social, legal, economic, and cultural environments.
____ _ 4. Describe the impacts of international business activities on the various stakeholders at the local, regional, national, and international levels.

G. MULTICULTURALISM

- 3 2 1 N
____ _ 1. Define multiculturalism.
____ _ 2. Identify protocol, customs, and etiquette practices in dealing with people from

- ____ _ 3. Identify and describe the do's and don'ts of verbal and nonverbal communication in different cultures around the world.
____ _ 4. Identify American jargon and acronyms that confuse businesspeople in foreign countries.
____ _ 5. Demonstrate how business greetings and introductions differ around the world.
____ _ 6. Compose effective business communication based on an understanding of the differences in tone, style, and format of business communication in various cultures.
____ _ 7. Demonstrate multiple modes of communication utilizing correct etiquette when dealing with different cultures.
____ _ 8. Describe factors in the international business environment that affect ethical behavior.
____ _ 9. Identify and discuss the effects of cultural experiences and background on communication.
____ _ 10. Compare business and social customs among countries (e.g., handling business cards, the need for consensus, hours of operation, government holidays, attire, gifts).

H. GLOBAL ECONOMY

- 3 2 1 N
____ _ 1. Discuss motivations for entering the global business market.
____ _ 2. Identify global business concepts and problems, including worker migration, foreign outsourcing, and globalization and the environment.
____ _ 3. Identify the main costs of production (e.g., raw materials, market distribution, labor costs).
____ _ 4. Describe the different production methods used in various countries (e.g., manual, automated, computerized).
____ _ 5. Describe how economic decisions are made.
____ _ 6. Identify the main factors of production.

- ____ _ 7. Explain the basics of supply and demand.
____ _ 8. Discuss factors that affect price and cause inflation.
____ _ 9. Describe the different levels of economic development.
____ _ 10. Compare economic systems.
____ _ 11. Analyze how markets develop and are influenced by current events and economic resources.

I. INTERNATIONAL TRAVEL

- 3 2 1 N
____ _ 1. Identify the requirements for international travel (e.g., passport, visa, immunizations).
____ _ 2. Determine and calculate foreign exchange rates for currency in selected destinations.
____ _ 3. Identify international travel resources (e.g., agencies issuing passports: post offices, consulates, embassies).
____ _ 4. Explain travel restrictions and health requirements in selected destinations.
____ _ 5. Create an international travel itinerary using a traveler's checklist.
____ _ 6. Describe the major types of agreements that affect travel between countries.
____ _ 7. Use technology to research travel destinations.

J. CULTURAL INFLUENCES

- 3 2 1 N
____ _ 1. Discuss the issues that affect international trade based around cultural considerations.
____ _ 2. Identify and discuss the effects of multi-culturally appropriate communication on world trade and business activities.
____ _ 3. Describe the importance of verbal and non-verbal communications.

K. GOVERNMENT AND TRADE RELATIONS

- 3 2 1 N
____ _ 1. Analyze the impact of political environments on international business.
____ _ 2. Distinguish between political systems around the world and their effect on business operations.

- _____ 3. Explain how political risks can disrupt selling and buying across borders.
- _____ 4. Discuss the role of government and the impact of politics on global business.
- _____ 5. Discuss the origin and impact of trade agreements (e.g., NAFTA, CSTA).
- _____ 6. Understand balance of payments effects on policy decisions.
- _____ 7. Identify trade barriers (e.g., tariffs, duties, quotas, boycotts, restrictive licensing requirements).
- _____ 8. Identify trade promotions (e.g., subsidies).
- _____ 9. Discuss the role of customs agencies on international business.
- _____ 10. Explain how political risks can disrupt selling and buying across borders.
- _____ 11. Describe the types of risk related to international business activities (e.g., global risk, political risk, social risk).
- _____ 12. Identify ways of managing global risk.

L. LEGAL AGREEMENTS

3 2 1 N

- _____ 1. Identify legal systems and liabilities in the global marketplace (e.g., product liability, negligence, strict liability).
- _____ 2. Identify legal frameworks for property and contracts (e.g., trademark, patent, copyright, brand name, intellectual property).
- _____ 3. Discuss resolving legal differences.

M. IMPORTING AND EXPORTING

3 2 1 N

- _____ 1. Define imports and exports.
- _____ 2. Explain importing and exporting procedures and documentation (e.g., bill of lading, FOB, CIF, letter of credit).
- _____ 3. Identify the major trading partners of South Carolina and the United States.
- _____ 4. Identify the major modes and routes of transportation for trade.
- _____ 5. Give examples of South Carolina businesses that import and export products.
- _____ 6. Discuss pricing strategies in global markets.

- _____ 7. Research free trade zones including local and state.

N. GLOBAL FINANCIAL MARKET

3 2 1 N

- _____ 1. Explain how a foreign exchange market functions.
- _____ 2. Identify the economic factors that influence exchange rates and explain how these factors work.
- _____ 3. Explain how currency exchange rates affect international trade.
- _____ 4. Identify factors that affect the value of currency.
- _____ 5. Differentiate between alternative strategies of global banking including World Bank and International Monetary Fund.
- _____ 6. Discuss how some countries subsidize trade.

O. HUMAN RESOURCE MANAGEMENT

3 2 1 N

- _____ 1. Explain the objectives of human resource management in a global firm.
- _____ 2. Explain the impact of cultures on human resource management.
- _____ 3. Describe how the human resource function changes as a firm goes global.
- _____ 4. Identify sources of recruitment for staffing positions abroad.
- _____ 5. Describe differences and similarities in training employees in different countries.
- _____ 6. Identify the role of organized labor in international business.

P. GLOBAL MARKETING AND CONSUMER BEHAVIOR

3 2 1 N

- _____ 1. Define global marketing.
- _____ 2. Discuss why businesses expand into foreign markets.
- _____ 3. Identify advertising (integrated marketing) media and pricing used in foreign markets including social, print,

- _____ 4. Describe how language, culture, media availability, and regulations affect global marketing strategies.
- _____ 5. List factors that affect competition in the global market.

Q. CAREER OPPORTUNITIES

3 2 1 N

- _____ 1. Define terms related to global business careers.
- _____ 2. Explore global business career opportunities.
- _____ 3. Determine qualifications needed for success in global business careers.
- _____ 4. Identify and discuss the role of global entrepreneurs.
- _____ 5. Discuss types of entrepreneurial businesses.
- _____ 6. Explain independent business organization considerations.