



BUSINESS MANAGEMENT

LAP 7.2—Chapter 7.2
International Business
The Global Economy

Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Standards

- ◆PT1c Understand the roles of marketing and the impact of marketing on the individual, business, and society.
- ◆PT5c Function as economically literate citizens through the development of personal consumer economic skills, knowledge of social and government responsibility, and an understanding of business operations.
- ◆PT5e Abide by and apply the principles of law as a citizen of a global community.
- ◆PT6a Demonstrate interpersonal, teamwork, and leadership skills necessary to function in diverse and multicultural settings.

Objectives

- ◆ Explain why countries trade.
- ◆ Explain why companies export and import.
- ◆ Explain how and why countries restrict international trade.
- ◆ Describe the strategies organizations use to compete in the global economy.

Resource Text: Business Management
Student Workbook and materials for above
Chapter 7, International Business (7.2—The Global Economy)

Time Frame 5 hours

Introduction

In Chapter 7, Part 7.2, you will learn how NAFTA has increased international trade within North America, how managers decide how to get involved in the global economy, and how managers deal with the challenges they face when working in a different culture.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

_____ Text: Read Section 7.2, pages 162-171, The Global Economy. Remember to key answers to the BusinessWeek Management Model critical thinking and decision making on page 164.

_____ Text: Management Careers in Focus (Advertising Manager), p. 167. Read and key answers to critical thinking questions.

_____ Text: Section 7.2 Assessment, p. 171. Key answers to critical thinking questions and the case analysis.

_____ Workbook: Complete Chapter7 Review, pages 91- 94 and 98-99.

_____ Internet Extension (A Shrinking World) pages 33-34: Reminder: All DoDEA and School Internet Contract Rules apply to all assignments done on the Internet. Complete all questions.

_____ Text: Chapter 7 Assessment, p. 173, Applying Management Principles. Prepare a short report as directed.

_____ Internet Text Activity: BusinessWeek Online, page 173. Complete as directed. Find only one article and prepare a brief summary of it making sure you reference the article, date, and exact title. (You will not be presenting to the class).

_____ Workbook: Complete Chapter 7 Spreadsheet Application, pages 104-105-106. Follow directions carefully and fill in your interpretation of your results and conclusions.

_____ Workbook: Chapter 7 Self-Assessment: Using the text, complete self-assessment, pages 100-103.

_____ **See the instructor for the Chapter 7 Test.**

Self Assessment - "I/I can . . . "

_____ Explain why countries trade.

_____ Explain why companies export and import.

_____ Explain how and why countries restrict international trade.

_____ Describe the strategies organizations use to compete in the global economy.