

Global Trade Teacher Guide

Career Technical Education



Integrating Global Trade & Logistics into your CTE Course

CTE Courses are designed to integrate real world connections, and are built on the realization that students need tangible job skills in order to get a high wage job in a growing industry.

However, Global Trade and Logistics programs do not have articulation with the High School Courses, so integrating Global concepts into your course is not build in.

With the many rich backgrounds and global focused activities in this compendium, it is our hope that you may find it easier to make these connections between globalization and your classroom.

Overview of Academic Modules and CTE Connections

Assignment	Description	Recommended CTE Course	Pages
What is Globalization	Students read and analyze multiple texts on globalization and respond to an EPT style prompt, backing their argument with evidence from text	Business Marketing	12 (11)
The Transpacific Partnership, What's the Deal?	This module asks students to read and analyze arguments for and against the Trans-Pacific Partnership (TPP). They will summarize using a Rhetorical Précis and respond to claims via an EPT-type writing prompt.	Business Finance	11 (12)
Nearshore vs Offshore Manufacturing in China vs. Mexico Background Reading	Students learn about the variables they should consider when choosing which country to manufacture in	Multi-Subject Background Reading Business Finance	2
Import Tariffs and the Bottom Line	Students learn about import tariffs and how they affect the financial bottom line of a company	Multi-Subject Background Reading Business Finance	2
Identifying International Tariffs	Mini-Activity Students Identify the country of origin of items from their backpack and find out if they are from a free trade zone	Multi-Subject Mini-Activity ALL CLASSES	2 (1)
Preparing your Elevator Pitch	Giving your "Elevator Pitch" is a key beginning to investor relations	Multi-Subject Background Reading ALL CLASSES	2

Assignment	Description	Recommended CTE Course	Pages
Investment Profile and Profit Prediction	Knowing the financial ins and outs of your company is key to getting investors on board	Multi Subject Finance Business Communication	2
Fresh Fruit For All Banana Logistics Background	The logistics of getting fresh fruit from tropical countries where they can farm year round to our local grocery store	Multi-Discipline Background Reading Business Transportation Hospitality & Tourism Food Service	4
The Commerce Clause	Students analyze arguments from a variety of texts, then generate summaries and synthesize several sources in order to understand aspects of the Trans Pacific Partnership	Business Finance Marketing	8
Global Protocol	Business Etiquette around the world can vary significantly. This overview of business protocol and cultural awareness is an introduction to global travel.	Business Marketing Transportation Energy Sustainability or Green Pathways Hospitality & Tourism	4 (3)
International Business Protocol & Travel	CTE Business Module Students dive deep into one country of choice to put together a protocol guide as they plan for an international marketing meeting.		6 (5)
Iceberg Model of Culture	Students identify their own “surface culture” and “deep culture” in order to develop their soft skills of collaboration.	ALL CLASSES	4
Corporate Social Responsibility	Corporations are beginning to implement a triple bottom line, considering more than just finances in their corporate policy	Business Transportation Energy Sustainability or Green Pathways Hospitality & Tourism	4
The Science of Global Social Responsibility	Calculation of Carbon Footprint on a Business Trip		4
Career Spotlight – Monica Rosas The Benefits of a Bicultural upbringing	Students read about the benefits of a bicultural upbringing in this career spotlight	ALL CLASSES	2

Global Protocol in Depth Teacher Guide



Assignment Overview

Students should begin by reading the Career Spotlight on Monica Rosas. This is a good opportunity to talk about the differences in culture as you look at someone who based her career on skills she learned while growing up on both sides of the border.

Reading about Global Protocol will get students thinking about cultural differences and the effect they have on business dealings.

Finally, students set out to write up a protocol study so they can brief their boss about the cultural expectations on their flight to their business trip. Students are given the chance to choose any country that speaks their language of study, so this module can be used in any language class.

Activity	
Standards Covered	<p>CTE Anchor Standards Addressed (Business & Finance)</p> <p>2.0 Communications 2.2 Identify barriers to accurate and appropriate communication 2.3 Interpret verbal and nonverbal communications and respond appropriately 2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats</p> <p>3.0 Career Planning & Management 3.7 Recognize the importance and impact small businesses have on our state, nation and world economies.</p> <p>4.0 Technology 4.1 Use electronic reference materials to gather information and produce products & services</p> <p>7.0 Responsibility & Flexibility 7.8 Explore issues of global significance and document the impact on the Business & Finance Sector</p> <p>9.0 Leadership & Teamwork 9.5 Understand that the modern world is an international community and requires and expanded global view 9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace</p> <p>10.0 Technical Knowledge & Skills 10.1 Interpret and explain terminology and practices specific to the Business and Finance sector 10.9 Evaluate the impact of local, state, federal and/or international regulations on business and financial management decisions 10.11 Recognize the importance of marketing in a global economy</p>
Objectives	<ul style="list-style-type: none"> • Recognize the benefits of being bicultural • Understand the many cultural variables that must be taken into account in international business dealings and marketing • Complete a protocol study of a specific county where you may do business

<i>Estimated Time</i>	Career Spotlight on Monica Rosas: 20 minutes Global Protocol Background Reading: 20 minutes International Business Protocol Research Project: 1-2 hours
<i>Extension & Application</i>	Have students complete the “Iceberg Model of Culture” module to consider their own culture comparatively to the cultures they are studying.
<i>References</i>	http://www.globalnegotiator.com/international-trade/dictionary/international-business-protocol/ http://www.examiner.com/article/what-does-protocol-mean-to-me-today-s-business-world https://www.mindtools.com/pages/article/cultural-faux-pas-body-language.htm