<table>
<thead>
<tr>
<th><strong>Course Title</strong></th>
<th>Multimedia International Business (Semester-long)</th>
<th><strong>Course Code</strong></th>
<th>DT450</th>
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<tbody>
<tr>
<td><strong>Transcript Title:</strong></td>
<td>Multimedia International Business</td>
<td><strong>Grades Levels:</strong></td>
<td>9-12</td>
</tr>
<tr>
<td><strong>Board Adoption Date:</strong></td>
<td></td>
<td><strong>Content Area:</strong></td>
<td>Business</td>
</tr>
<tr>
<td><strong>Date Course Submitted:</strong></td>
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<td><strong>GPA Scale:</strong></td>
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<td><strong>Credential Required:</strong></td>
<td>CTE</td>
<td><strong>Graduation Subject Areas:</strong></td>
<td>Elective</td>
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<td><strong>CALPADS Code:</strong></td>
<td>7400</td>
<td><strong>School Site/person that wrote and submitted the course:</strong></td>
<td>NHHS/Sheridan Hirst</td>
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<td><strong>UC/CSU “A-G” Area Approvals:</strong></td>
<td></td>
<td><strong>Recommended Skills:</strong></td>
<td>Basic computer skills</td>
</tr>
<tr>
<td><strong>Next course(s):</strong></td>
<td>IB Business Management HL1</td>
<td><strong>Textbook to be used:</strong></td>
<td>Periodicals, Journals, Microsoft Office and Adobe software, Introduction to Business by Brown and Clow (Glencoe)</td>
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Multimedia International Business (Semester-long)

DATE: March 26, 2021

INDUSTRY SECTOR: Business and Finance

PATHWAY: Multiple Pathways (Pathway 999)

CALPADS TITLE: Introduction to Business and Finance

CALPADS CODE: 7400

HOURS: 

<table>
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<tr>
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<th>ONET CODES</th>
<th>JOB TITLE</th>
<th>ONET CODES</th>
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<tbody>
<tr>
<td>Office Clerk</td>
<td>43.9061.00</td>
<td>Customer Service Rep</td>
<td>43.4051.00</td>
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</table>

COURSE DESCRIPTION:

The course will cover general principles of Multimedia in International Business. Students learn about Economics—micro and macro and its relationship to and impact on business operation in the private enterprise system. Students will learn and are expected to demonstrate a thorough understanding of Business and economic concepts. Simulated business will be set up and run by students to prepare them for working in a real business environment. This course teaches Multimedia International Business concepts using Economics as a factor in decision making with a focus on Virtual Business applications in a project based environment. Various online competitions/modules/certifications in a virtual world are conducted in this course. Topics include: Business Ethics and Social Responsibility, ownership, Entrepreneurship, and operations, Technology’s Impact on Business, Money and Financial Institutions, Marketing in today’s World and Advertising. Students work individually as well as on teams to compete against each other in the simulated world. Virtual Retailing; where students manage a distribution center, reviewing resumes, choose employees, locations, purchase technology, face management challenges and deal with global issues (including the integration of media objects, such as text, graphics, video, animation and sound to represent and convey information). Virtual Business; where students manage a convenience store, and Virtual Sports and Management: where students manage a football franchise may also be incorporated into the course. This course is open to all students.

GOALS: (Expected performance outcomes for students)
1. Students will demonstrate an awareness of business standards, and knowledge of basic economic concepts.
2. Students will demonstrate an understanding of the fundamental skills required to own and operate an expanding commercial enterprise.
3. Students will develop planning, organizing, and controlling strategies for a business environment.
4. Students will demonstrate appropriate work ethics and demeanor as demanded by business owners.
5. Students will reinforce and extend skills involving math, language, decision making, problem solving, critical thinking, and teamwork.
6. Students will listen attentively, follow directions and effectively relay directions to others.
Newport-Mesa Unified School District
High School Course of Study

PREREQUISITES: None

<table>
<thead>
<tr>
<th>High School Name:</th>
<th>Site Prerequisite:</th>
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<tbody>
<tr>
<td>Newport Harbor High School</td>
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A – G APPROVAL:  ☒ Yes  ☐ No  ☒ Desired

ARTICULATION:

<table>
<thead>
<tr>
<th>High School Name:</th>
<th>College Name:</th>
<th>College Course Title:</th>
</tr>
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<tbody>
<tr>
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</table>

LEVEL:  ☒ Introductory  ☐ Concentrator  ☐ Capstone

CERTIFICATION:

<table>
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<tr>
<th>High School Name:</th>
<th>Embedded/Leads to:</th>
<th>Description:</th>
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</thead>
<tbody>
<tr>
<td>Newport Harbor High School</td>
<td>Everfi Financial Literacy</td>
<td>Financial Literacy</td>
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</tbody>
</table>

METHOD OF STUDENT EVALUATION:
- ✔ Exams and quizzes
- ✔ Student projects and portfolios
- ✔ Written assessments
- ✔ Classwork, homework and notebooks
- ✔ Authentic performance assessments

METHOD OF INSTRUCTION:
- ✔ Direct instruction
- ✔ Laboratory investigations and projects using educational courseware and computer technology
- ✔ Team teaching including assisted instruction from university, business and community partners
- ✔ Community-based research projects with professional mentors
- ✔ Student presentations, exhibits and competitions – both team and individual
- ✔ Online 3D simulation introduction to the world of business
- ✔ Field Trips
- ✔ Guest Speaker

RECOMMENDED TEXTS OR SOFTWARE:
Journals, periodicals, Microsoft Office and Adobe software, iCEV, Stukent, Everfi, Textbook – Introduction to Business by Brown & Clow
MODEL CTE PATHWAY:
This elective course is a good introduction to the two-course Business Management pathway.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tbody>
<tr>
<td>Elective</td>
<td>Multimedia International Business</td>
<td>Multimedia International Business</td>
</tr>
<tr>
<td>11</td>
<td>Business Management HL 1A</td>
<td>Business Management HL 1B</td>
</tr>
<tr>
<td>12</td>
<td>Business Management HL 2A</td>
<td>Business Management HL 2B</td>
</tr>
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</table>

CALIFORNIA CAREER TECHNICAL EDUCATION MODEL CURRICULUM STANDARDS

**BUSINESS AND FINANCE KNOWLEDGE AND PERFORMANCE ANCHOR STANDARDS**

1.0 Academics
Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Business and Finance academic alignment matrix for identification of standards.

2.0 Communications
Acquire and accurately use Business and Finance sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

2.1 Recognize the elements of communication using a sender–receiver model.
2.2 Identify barriers to accurate and appropriate communication.
2.3 Interpret verbal and nonverbal communications and respond appropriately.
2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.
2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management
Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)

3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.
3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.
3.3 Explore how information and communication technologies are used in career planning and decision making.
3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.
3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.
3.7 Recognize the importance and impact small businesses have on our state, nation and world economies.
3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.
3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

4.0 Technology
Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Business and Finance sector workplace environment. (Direct alignment with WS 11-12.6)

4.1 Use electronic reference materials to gather information and produce products and services.
4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.
4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.
4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.
4.5 Research past, present, and projected technological advances as they impact a particular pathway.
4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking
Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Business and Finance sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

5.1 Identify and ask significant questions that clarify various points of view to solve problems.
5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.
5.3 Use systems thinking to analyze how various
components interact with each other to produce outcomes in a complex work environment. 5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety
Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Business and Finance sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4) 6.1 Locate, and adhere to, Material Safety Data Sheet (MSDS) instructions. 6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities. 6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies. 6.4 Practice personal safety when lifting, bending, or moving equipment and supplies. 6.5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics. 6.6 Maintain a safe and healthful working environment. 6.7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility
Initiate, and participate in, a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Business and Finance sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1) 7.1 Recognize how financial management impacts the economy, workforce, and community. 7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles. 7.3 Understand the need to adapt to changing and varied roles and responsibilities. 7.4 Practice time management and efficiency to fulfill responsibilities. 7.5 Apply high-quality techniques to product or presentation design and development. 7.6 Demonstrate knowledge and practice of responsible financial management. 7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession. 7.8 Explore issues of global significance and document the impact on the Business and Finance sector.

8.0 Ethics and Legal Responsibilities
Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d) 8.1 Access, analyze, and implement quality assurance standards of practice. 8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Business and Finance industry sector. 8.3 Demonstrate ethical and legal practices consistent with Business and Finance sector workplace standards. 8.4 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace. 8.5 Analyze organizational culture and practices within the workplace environment. 8.6 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information. 8.7 Conform to rules and regulations regarding sharing of confidential information, as determined by Business and Finance sector laws and practices.

9.0 Leadership and Teamwork
Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the DECA career technical student organization. (Direct alignment with SLS 11-12.1b) 9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders. 9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities. 9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting. 9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities. 9.5 Understand that the modern world is an international community and requires an expanded global view. 9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace. 9.7 Participate in interactive teamwork to solve real Business and Finance sector issues and problems.

10.0 Technical Knowledge and Skills
Apply essential technical knowledge and skills common to all pathways in the Business and Finance sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6) 10.1 Interpret and explain terminology and practices specific to the Business and Finance sector. 10.2 Comply with the rules, regulations, and expectations of all aspects of the Business and Finance sector. 10.3 Construct projects and products specific to the Business and Finance sector requirements and expectations. 10.4 Collaborate with industry experts for
specific technical knowledge and skills. 10.5 Interpret financial data, analyze results, and make sensible business decisions to promote a financially reliable business. 10.6 Evaluate the variety, nature, and diversity of investment vehicles and the elements that contribute to financial growth and success. 10.7 Adapt the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services. 10.8 Integrate the techniques and strategies used to foster positive, ongoing relationships with customers, suppliers, investors, and community. 10.9 Evaluate the impact of local, state, federal, and/or international regulations on business and financial management decisions. 10.10 Apply the economic principles and concepts fundamental to business operations. 10.11 Recognize the importance of marketing in a global economy. 10.11 Develop a system for keeping and using financial records and a personal financial plan to manage cash flow and maintain creditworthiness.

11.0 Demonstration and Application
Demonstrate and apply the knowledge and skills contained in the Business and Finance anchor standards, pathway standards, and performance indicators in classroom, laboratory, and workplace settings, and through the DECA career technical student organization. 11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Business and Finance sector program of study. 11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level. 11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures. 11.4 Employ entrepreneurial practices and behaviors appropriate to Business and Finance sector opportunities. 11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.

(In addition to Business Management Pathway standards, standards from the Marketing, Sales and Service Industry Sector and Entrepreneurship/Self-Employment Pathway may also be included.)

<table>
<thead>
<tr>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
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<tbody>
<tr>
<td>6</td>
<td></td>
<td>Academic: LS 11-12.1, 11-12.6, RSIT 11-12.3, 11-12.7 WS 11-12.8, 11-12.9 AD 12.3.1 PE 12.1-12.6.4</td>
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<tr>
<td>6</td>
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<td>CTE Anchor: 5.0, 7.0</td>
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<tr>
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<td>CTE Pathway: A1.0, A4.0, A7.0, C1.0, C3.0, C10.0</td>
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</tbody>
</table>

Students learn fundamental economic concepts as individuals and in groups formed to establish small businesses within the classroom.
### III. International Trade Environment

<table>
<thead>
<tr>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
</thead>
</table>
| 5  | 5      | **Academic:**
|    |        | RSIT 11-12.3, 11-12.4, 11-12.7
|    |        | WS 11-12.7, 11-12.9
|    |        | LS 11-12.6
|    |        | **CTE Anchor:**
|    |        | 5.0, 8.0, 9.0
|    |        | **CTE Pathway:**
|    |        | A3.0, A4.0, A5.0, A6.0, C2.0, C10.0 |

- Describe the processes of importing and exporting.
- Explain the differences between goods and services.
- Identify the steps of the importing and exporting processes.
- Explain why companies and countries trade.
- Discuss the importance of having balance of trade for countries.
- Describe the roles played by international trade organizations.
- Identify different types of governments and their influence on international trade.
- Describe the different forms of legal systems and identify the impact of laws and regulations on international business.
- Explain some ways to settle differences in international trade relationships.
- Identify different types of economic systems.
- Explain how resources affect a nation's ability to trade.
- Identify geographic features and advantages and the effects of location, time and proximity.
- Identify the uses of money, currencies and exchange rates.
- Explain the types of commercial risk in international trade.
- Discuss ways to reduce risk when building international business relationships.

Team of students will join on tasks to establish knowledge of the American economy and International trade.

### IV. Business Ownership and Entrepreneurship

<table>
<thead>
<tr>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
</thead>
</table>
| 10 | 5      | **Academic:**
|    |        | WS 11.2, 11.4, 11.5, 11.6
|    |        | RSIT 11-12.3, 11-12.4, 11-12.7
|    |        | LS 11.1, 11.6
|    |        | **CTE Anchor:**
|    |        | 2.0, 6.0, 8.0
|    |        | **CTE Pathway:**
|    |        | A3.0, A7.0, A9.0, C3.0, C5.0, C6.0 |

- Identify types of business ownership.
- Demonstrate the entrepreneurial mindset.
- Differentiate between companies in different countries.
- Explain the nature of entrepreneurship.
- Discuss how to implement an entrepreneurial operation in another country.
- Explain the advantages and disadvantages of being a franchisee versus an independent sole proprietorship.
- Illustrate the risks of global entrepreneurship.
- Discuss the importance of quality and value in production systems.
- Explain how businesses choose which goods and services to make and export.
- Identify the elements of production or manufacturing systems, quality control and describe programs designed to improve quality.

Defining Departments
Writing Job Descriptions
Writing a Business Plan
Interviewing for Jobs
Using the Internet for business activities
Presenting management skills

<table>
<thead>
<tr>
<th>V. Business Simulation</th>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
</thead>
</table>
| • Participate in a virtual business simulation | 3  | 15     | Academic:  
LS 11.1, 11.2, 11.3, 11.4, 11.5, 11.6  
RSIT 11-12.3, 11-12.4, 11-12.7  
Mathematics 2.1, 2.2, 2.8, 3.1  
CTE Anchor:  
2.0, 5.0, 7.0, 8.0, 9.0, 10.0  
CTE Pathway:  
A1.0, A3.0, A5.0, A6.0, A7.0, C5.0,  
C7.0, C8.0, C10.0, C11.0 |

<table>
<thead>
<tr>
<th>VI. Marketing and Promotion</th>
<th>CR</th>
<th>LAB/CC</th>
<th>STANDARDS</th>
</tr>
</thead>
</table>
| • Explain the four Ps of marketing; define market segmentation and product differentiation.  
• Identify the characteristics of consumer, organizational and governmental markets.  
• Discuss effective ways to contact international customers, identify public relations activities for an international promotional mix.  
• Discuss methods of developing products that will succeed in the marketplace, set prices, define channels of distribution and discuss choosing a mode of transportation to move goods to customers. | 4  | 8      | Academic:  
LS 11.1, 11.2, 11.4  
RSIT 11.3, 11.4  
WS 11.2, 11.5, 11.6, 11.7, 11.8  
CTE Anchor:  
2.0, 5.0, 7.0, 8.0  
CTE Pathway:  
A2.0, A5.0, A6.0, A9.0, C6.0, C9.0 |

Group Instruction: Groups will be created to create packaging and labels for products used in other countries using graphic presentations. Oral presentations will be
given to present the work to the class. Graphic illustrations utilizing two distribution channels will be posted around the room.

Individualized instruction: Assign a country to each student. Research to find export management companies, customs brokers and freight forwarders who operate in the assigned countries; submit work in writing.

### VII. International Marketing and Finance

<table>
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<th>CR</th>
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<tbody>
<tr>
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</table>

#### STANDARDS

**Academic:**
- RSIT 11.1, 11.2, 11.3, 11.5, 11.7
- WS 11.4, 11.5, 11.6, 11.9
- LS 11.1, 11.2, 11.3, 11.4, 11.5, 11.6
- Mathematics 1.3, 1.6, 2.1, 2.2, 2.8, 3.1
- PE 12.1 – 12.1.4, 12.2.1, 12.2.3, 12.2.5, 12.2.7, 12.2.8, 12.3.4, 12.4, 12.4.2, 12.6, 12.6.4

**CTE Anchor:**
- 5.0, 7.0, 8.0

**CTE Pathway:**
- A2.0, A5.0, A8.0, A9.0, C3.0, C5.0, C6.0, C9.0

- Demonstrate understanding of the development of a product.
- Understand the practical side of the various marketing tools and learn the pros and cons of each.
- Develop knowledge of social media marketing, digital marketing, content generation, digital tracking, and data analysis.

Guided practice, independent practice
Generate product ideas, invent a commercial product, price, distribute, and account for the development of the product.

Create a multimedia presentation illustrating the development of the product.

Create a 30-60 second minute mobile advertisement marketing the product to the ultimate consumer.

Divide the class by seller and buyers. Assign a product based on the ads to a group of 4 students. Buyers will determine their bargaining position with regard to value, alternatives and time horizon as well as possible compromises. Sellers do the same. Both will negotiate the products. Groups will be polled to discover their results.

### VIII. Employment Portfolio

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</table>

#### STANDARDS

**Academic:**
- IS 11.2, 11.2, 11.6
- RSIT 11.1, 11.2, 11.3, 11.5, 11.7
- WS 11.2, 11.4, 11.5, 11.6, 11.8, 11.9

**CTE Anchor:**
- 1.0, 2.0, 3.0, 11.0

**CTE Pathway:**
- A7.0, C2.0