



# GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

## MARKETING SALES AND SERVICE

**PATHWAY:** Marketing

**COURSE:** International Business & Marketing

**UNIT 4:** Ethical Business Operations



## INTRODUCTION

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### Annotation:

Students will read and study the Foreign Corrupt Practices Act to understand the purpose and provisions of this act.

### Grade(s):

X	9 <sup>th</sup>
X	10 <sup>th</sup>
X	11 <sup>th</sup>
X	12 <sup>th</sup>

### Time:

2 – 50 minute periods

### Author:

Jeanne Jackson

### Additional Author(s):

Memory Reed

### Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



## FOCUS STANDARDS

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### GPS Focus Standards:

**MKT-IBM-2: Students will analyze various factors and influences affecting the international business environment.**

- b. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.

**MKT-IBM-4 Students will analyze the importance of ethical business operations in an international business environment**

- c. Discuss the importance of maintaining integrity in dealing with others.
- d. Demonstrate awareness of social responsibilities.
- e. Define terms such as ethics, social responsibility, and bribe.
- f. List business actions that may positively or negatively impact the environment and consumer well-being of a society.
- g. Identify groups to whom international companies are responsible.
- h. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.
- i. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.

### GPS Academic Standards:

SSWG2. The student will explain the cultural aspects of geography.

SSWH21. The student will analyze globalization in the contemporary world.

### National / Local Standards / Industry / ISTE:

NBEA 2: The student will understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.



## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

- Students will understand the importance of ethics and maintaining integrity in international business.

### Essential Questions:

- Why wouldn't it be ethical for an American company to bribe a foreign official to get business done if that is the standard way of doing business in that country?
- What are the effects of bribery?
- What does integrity mean? Why is it important for a company to maintain integrity?
- What is social responsibility?

**Knowledge from this Unit:**

- Students will define terms that are associated with international business marketing.

**Skills from this Unit:**

Students will:

- use technology to research the Foreign Corrupt Practices Act.
- discuss the significance of preserving integrity when doing business and recognize awareness of social responsibilities.



## ASSESSMENT(S)

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**Assessment Method Type:**

- ☐ Pre-test
- ☒ Objective assessment - multiple-choice, true- false, etc.
  - ☒ Quizzes/Tests
  - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
  - ☐ Self-check rubrics
  - ☐ Self-check during writing/planning process
  - ☐ Journal reflections on concepts, personal experiences and impact on one's life
  - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
  - ☐ Academic prompts
  - ☐ Practice quizzes/tests
- ☐ Subjective assessment/Informal observations
  - ☐ Essay tests
  - ☐ Observe students working with partners
  - ☐ Observe students role playing
- ☐ Peer-assessment
  - ☐ Peer editing & commentary of products/projects/presentations using rubrics
  - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
  - ☐ Student/teacher conferences
  - ☐ Partner and small group discussions
  - ☐ Whole group discussions
  - ☐ Interaction with/feedback from community members/speakers and business partners
- ☐ Constructed Responses
  - ☐ Chart good reading/writing/listening/speaking habits
  - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

**Assessment(s) Title:**

Foreign Corrupt Practices Act Exam

**Assessment(s) Description/Directions:**

Students will take the attached exam to check for understanding.

## Attachments for Assessment(s):

Quiz



# LEARNING EXPERIENCES

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## Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.

MKT-IBM-2: Students will analyze various factors and influences affecting the international business environment.

b. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.

MKT-IBM-4 Students will analyze the importance of ethical business operations in an international business environment

c. Discuss the importance of maintaining integrity in dealing with others.

d. Demonstrate awareness of social responsibilities.

e. Define terms such as ethics, social responsibility, and bribe.

f. List business actions that may positively or negatively impact the environment and consumer well-being of a society.

g. Identify groups to whom international companies are responsible.

h. Analyze the components of the Foreign Corrupt Practices Act and its impact on a company's activities.

i. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.

2. Review Essential Questions.

- Why wouldn't it be ethical for an American company to bribe a foreign official to get business done if that is the standard way of doing business in that country?
- What are the effects of bribery?
- What does integrity mean? Why is it important for a company to maintain integrity?
- What is social responsibility?

3. Identify and review the unit vocabulary.

Students will visit the website and complete the student worksheet in class. Instructor will review the correct answers with students and discuss the FCPA. Students will take an exam the following class period.

Procedures: write this website on the board: <http://www.usdoj.gov/criminal/fraud/fcpa/>

Introduce lesson—The Foreign Corrupt Practices Act and explain to students that they will go to this website and research this act by completing the student worksheet. Distribute the worksheets and have students follow the directions and links. They should answer all the questions. Allow enough time for students to complete their individual worksheets and review the answers with them—discuss the answers so they understand all the provisions of this act. Tell students they should study their worksheets in preparation for a quiz next class.

2<sup>nd</sup> class day—Allow students to study their notes and answer any of their questions. Distribute the exams and grade.

**Attachments for Learning Experiences:**

Quiz

**Notes & Reflections:**



## CULMINATING PERFORMANCE TASK

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**Culminating Unit Performance Task Title:**

**Culminating Unit Performance Task Description/Directions/Differentiated Instruction:**

**Attachments for Culminating Performance Task:** Please list.



## UNIT RESOURCES

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**Web Resources:**

<http://www.usdoj.gov/criminal/fraud/fcpa/>

**Attachment(s):**

**Materials & Equipment:**

**What 21st Century Technology was used in this unit:**

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		