

Global Business & Leadership

AC-ELHS-15 · 0.5 credit · Semester · High School

Units

Unit 1	The Global Marketplace: Why Business Crosses Borders
Unit 2	Culture & Communication Across Borders
Unit 3	International Marketing: Adapting the Brand Across Cultures
Unit 4	Going Global: How an Enterprise Expands Internationally
Unit 5	Leading Across Cultures
Unit 6	The Multinational & the Missionary: Two Ways the World Gets Crossed
Unit 7	Your City in the Global Economy
Unit 8	The Ethics of Global Business
Capstone	The Global Market-Entry Analysis