



**International Business Knowledge (MM)**

**Definition:** International Business Knowledge is understanding how goods and services among individuals, businesses, and multinational corporations occur both within and between multiple countries.

	<b>Exemplary</b>	<b>Standard</b>	<b>Elementary</b>
	Demonstrates understanding of the subject matter. Strong evidence of the ability to integrate existing concepts to synthesize new insight. Deep capacity for critical reflection of the material, while forging ahead with an advanced discussion of the issues at hand. Exhibits mastery of the interconnectivity and of the concepts and their surrounding factors.	Demonstrates good grasp of the subject matter. Evidence of ability to analyze, apply, and synthesize relevant concepts. Evidence of critical reflection on the material, work demonstrates ability to raise new issues, mature expression of ideas and engagement with debates.	Demonstrates rudimentary grasp of basic elements of the subject matter. Some evidence of ability to analyze, apply, and synthesize relevant concepts Work is technically without major misunderstandings or confusion
<b>3.1 MoMs have demonstrated understanding and can explain the dynamics and economic drivers of international businesses.</b>	Critically debates the role of dynamics and economic drivers in strategic decision-making and practices in an international context.	Discusses and applies, concepts, frameworks, and literature related to the role of dynamics and economic drivers to help in strategic decision-making and practices in an international context.	Exhibits a rudimentary understanding of, literature, data and general information relating to role of dynamics and economic drivers in an international context.
	Reflects on and evaluate the effect on the likelihood of business success in different countries of differences in the business environment.	Reflects on and summarize how components of the business environment differ in different countries and the likelihood of	Exhibits a rudimentary understanding of concepts, theories, literature regarding strategic decision making in international business contexts including risk

		business success in different countries.	assessment e.g. In the field of marketing, finance, human resources, management.
	Summarizes the rationale for trade organizations (e.g. WTO) and trade agreements, then relates their importance for trade and for the issues surrounding trade.	Analyzes the importance of trade organizations (e.g. WTO) and trade agreements, and the issues surrounding trade but is not clear on the rationale	Recites but does not analyze the rationale, importance and issues leading to the emergence of trade organizations (e.g. World Trade Organization) and trade agreements.
<b>3.2 MoMs have demonstrated understanding and can explain the role of consumers.</b>	Appraises and summarizes the complexity of elements important to consumers' attitudes & behaviors of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.	Exhibits an understanding of the complexity of elements important to consumers' attitudes & behaviors of another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.	Exhibits a rudimentary understanding of the complexity of elements important to consumers' attitudes & behaviors from another culture in relation to its history, values, politics, communication styles, economy, or beliefs and practices.
<b>3.3 MoMs have demonstrated an understanding and can explain the role of governments and other regulations of international business.</b>	Critically analyzes in depth the interrelated roles of government and regulatory bodies on the business environment and compare these across multiple markets.	Critically analyzes the role of government and regulatory bodies on the business environment and compare these across multiple markets.	Describes but does not analyze the role of government and regulatory bodies on the business environment. Students identify only the most obvious differences among the regulatory environments across multiple markets.
<b>3.4 MoMs have demonstrated an understanding and can explain the role and structure of multinationals.</b>	Always correctly identifies strategies relevant to resolving the issues the firm faces based on both the firm's strengths and weaknesses and the global business environment's threats and. Always considers and analyzes risk, vulnerability to	Almost always identifies and explains the appropriate strategies relevant to resolving the issues a firm faces based on the firm's strengths and weaknesses and the global business environment's threats and opportunities. Almost always considers and states risk,	Occasionally can correctly identify the strategies relevant to resolving the issues a firm faces based on the firm's strengths and weaknesses and the global business environment's threats and opportunities. Occasionally considers and states; risk, vulnerability to risk, and/or adaptability in the selection criteria

	risk, and/or adaptability in the selection criteria	vulnerability to risk, and/or adaptability in the selection	
--	---	---	--