**North Shore High School Business Education**

**International Business**

**Mrs. Kornberg**

**Contact Information:**

* Email: [kornbergl@northshoreschools.org](mailto:kornbergl@northshoreschools.org)
* Phone: 516-277-7000 (main office/leave a message)
* Website: [www.northshorebusinesseducation.yolasite.com](http://www.northshorebusinesseducation.yolasite.com)

**Office Hours:**

* Tuesday and Thursday 3:00-3:30PM, Wednesday 7:30-8:00AM, or by appointment

**Class Guidelines:**

* Be on time to class. The school lateness policy will be followed.
* Be prepared.  The following materials must be brought to class each day: 2 inch binder with loose-leaf paper, pen or pencil, folder for handouts.
* Use of cell phones, iPods, headphones, etc. are not allowed during class.
* Cooperation and mutual respect are a prerequisite for success in this class. We will be working together as a class and in small groups on many projects and activities.
* You are responsible for making up the work you miss if you are absent.  Ask a classmate, check my website, ask or email me.
* Don't worry, be happy. Business classes are learning for life, so come to class with a smile. You’ll be better prepared for college, the job market, and managing your money.

**Course Overview**

Students will explore the rewards and challenges of conducting business in the global economy and how they can succeed as future mangers. Topics will include global entrepreneurship, international finance, trade relations, E-commerce, export/import, and global marketing. Students will research how cultural differences in foreign countries affect business practices and case studies of real Multinational Corporations such as Disney, Nike, and Esprit will be used. Guest speakers, a field trip, and projects with local businesses will be incorporated into the curriculum to provide an authentic learning experience. This is a half year elective course and cannot be used to meet graduation requirement in social studies.

**Grading:**

* Projects and Activities – 50%

These will be done in class but some outside research work may be required.

* Tests and Quizzes – 30%
* Class Participation – 20%  
  Effort and attitude are included in class participation
* Homework is generally not given. When assigned, it will be collected and marked as an activity.
* Extra credit opportunities will be available each quarter.