

DOCUMENT RESUME

ED 315 589

CE 054 064

TITLE International Trade Curriculum. A Joint Vocational Education Curriculum Project of Alaska, Oregon & Washington.

INSTITUTION Oregon State Dept. of Education, Salem. Div. of Vocational Technical Education.

PUB DATE 89

NOTE 100p.

AVAILABLE FROM Publication Sales, Div. of Vocational Technical Education, Oregon Dept. of Education, 700 Pringle Pkwy., SE, Salem, OR 97310-0290 (\$7.50).

PUB TYPE Guides - Classroom Use - Guides (For Teachers) (052)

EDRS PRICE MF01/PC04 Plus Postage.

DESCRIPTORS *Business; *Competency Based Education; *Educational Objectives; Entrepreneurship; *International Trade; *International Trade Vocabulary; Monetary Systems; *Occupational Information; Postsecondary Education; Secondary Education; Vocational Education

ABSTRACT

This document is intended to help instructors and administrators develop secondary and postsecondary instructional programs on international trade that are based on competencies identified as those needed in international business by companies in Alaska, Oregon, and Washington. The first section introduces competency-based curriculum and includes a discussion of student performance assessment; curriculum delivery systems; the role of the instructor in curriculum planning, implementation, and evaluation; and the benefits of competency-based curriculum. The second section contains a chart that shows the scope of the competencies, including those for appropriate background preparation, for a core curriculum in international trade, and for specialized or advanced courses in the areas of trade documentation, entrepreneurship, and advanced international trade. The third section contains course descriptions intended to provide a conceptual framework for the design and implementation of a program in international trade. Section 4 contains the competencies and tasks associated with each of the following areas: state and regional profiles, world profile, import and export basics, international trade, international marketing and transportation, international finance, laws and regulations, communications, entrepreneurship, trade documentation, and employability skills. Section 5 provides a list of competencies by course offering. Section 6 contains a sample skills card, which is an example of an instrument for evaluating student performance. Section 7 consists of a comprehensive list of resources organized by media type and providing addresses and phone numbers of each source.

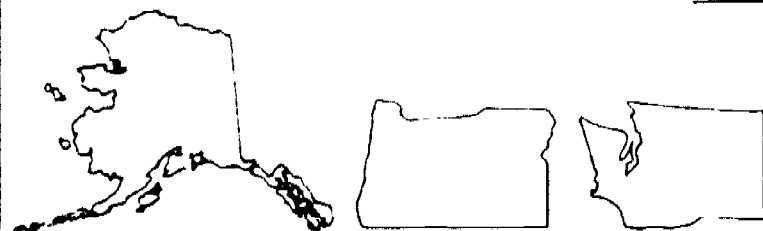
(CML)

 * Reproductions supplied by EDRS are the best that can be made *
 * from the original document. *

International Trade Curriculum

Division of Vocational Technical Education

**Oregon Department of Education
700 Pringle Parkway SE
Salem, OR 97310-0290**



**A Joint Vocational Education
Curriculum Project of:
Alaska, Oregon, & Washington
1989**

It is the policy of the State Board of Education and a priority of the Oregon Department of Education that there will be no discrimination or harassment on the grounds of race, color, sex, marital status, religion, national origin, age or handicap in any educational programs, activities, or employment. Persons having questions about equal opportunity and nondiscrimination should contact the State Superintendent of Public Instruction at the Oregon Department of Education.

**This publication was prepared with the support of
U.S. Department of Education funds under the
Carl Perkins Vocational Education Act, PL 98-524.**

**Copies are available for \$7.50 each.
Place orders with the Publications Sales Clerk at 378-3589.**

**All or any part of this document may be photocopied for educational
purposes without permission from the Oregon Department of Education.**

240331990600

Table of Contents

	<u>Page No.</u>
Foreword _____	i
Acknowledgements _____	iii
I. Introduction to Competency-Based Curriculum	
Competency Based Curriculum _____	1
Curriculum Delivery Systems _____	2
Role of Instructor in Curriculum Planning, Implementation, and Evaluation _____	2
II. Program Development _____	7
Scope of International Trade _____	8
III. Course Descriptions _____	11
IV. Competencies and Tasks	
State/Regional Profiles _____	15
World Profile _____	17
Import and Export Basics _____	19
International Economics _____	23
International Marketing and Transportation _____	25
International Finance _____	33
Laws and Regulations _____	35
Communications _____	39
Entrepreneurship _____	43
Trade Documentation _____	45
Employability Skills _____	57
IV. Curriculum Analysis Matrices _____	65
VI. Sample Skills Card _____	75
VII. Suggested Resources _____	79

Foreword

International trade is the exchange of goods/services/capital across international boundaries. An *export* is a good/service/capital that is sent abroad. An *import* is a good/service/capital which is brought into a country from abroad. The basic difference between international trade and our domestic business practices is the business environment, language, monetary unit employed, and the documentation requirements.

The United States is the world's largest economy with the world's largest consumer market. Our leading foreign market is Canada, followed by Japan, Mexico, United Kingdom, and West Germany. Japan is our leading import supplier, followed by Canada and West Germany.

There are two standard measures of a country's competitive performance: its trade balance and its share of the world export market. The US has serious problems with both. We need to export more. Eighty percent of all foreign goods in America have a foreign competitor. Total US merchandise exports are comprised of 78% manufactured goods, 12% agricultural commodities, and 10% mineral fuels and crude materials. Total US merchandise imports are comprised of 80% manufactured goods, 10% mineral fuels, and 10% agricultural commodities and other goods. In 1982, for the first time in history, the volume of American products that crossed the Pacific Ocean exceeded the volume that crossed the Atlantic Ocean.

Most Americans have been quite unaware of the importance of international trade—unaware of its direct bearing on one's job and standard of living. Historically self-reliant and enjoying a resource rich and broadbased economy, Americans have simply not been accustomed to thinking of themselves as dependent upon foreign trade. American companies and consumers are increasingly experiencing and responding to the integration of global financial, production, management, and marketing systems. As educators, it is our challenge to provide students, our future business leaders and entrepreneurs, with the skills to succeed in the international market place.

How to Use this Curriculum

This competency-based curriculum is designed to be a handbook for the development of international trade programs. It includes competencies a student will acquire in a secondary-post secondary articulated international trade program.

Development of this handbook began with a survey of some Alaska, Oregon, and Washington businesses involved in international trade. Their priorities regarding the skills and knowledge students need to acquire to survive and thrive in international business form the basis of this handbook.

This handbook stresses the importance of understanding principles associated with various components of international trade. Units begin with basic concepts so that students have conceptual frameworks for developing a complete perspective for working in international trade. The units are fundamental to understanding international business. The competencies and tasks are presented so that instructors have the prerogative to determine which aspects they want to teach in basic and specialized level courses.

The goal of the International Trade Core is to provide students with a foundation in international business which serves as a basis for further training and development in international trade careers. Competencies have been identified for specialized training as well as advanced level international trade education. Specialized training in Entrepreneurship is appropriate for individuals who wish to establish their own business in international trade. Trade Documentation, another specialized area, provides training for entry-level positions in the preparation of trade documents.

The handbook is organized into seven sections:

Section I introduces the concept of competency-based curriculum. The role of vocational educators in curriculum planning, implementation, and evaluation is included.

Section II provides the scope of international trade.

Section III contains course descriptions to assist school districts in developing their vocational programs.

Section IV presents the curriculum including both basic and advanced competencies and tasks for international trade education.

Section V provides curriculum analyses matrices to be used to determine competencies to be included in specific international trade courses.

Section VI contains a sample skills card for evaluating and recording student progress.

Section VII lists information on resources and specific materials available in Alaska, Oregon, and Washington and the rest of the nation.

It is recommended that all students participate in career awareness and exploration experiences to help them understand the connection between school and work and make career plans.

Acknowledgements

This handbook reflects the competencies needed for entry-level employment in international trade as identified by international businesses from Alaska, Oregon, and Washington. Thanks and recognition go to the following technical committee members for their assistance and cooperation:

Alaska

Alaska 100 Insurance Companies, Fairbanks
Alaska Business Development Council, Anchorage
Alaska Commercial Company, Anchorage
Alaska Convention and Visitors Bureau, Anchorage
Alaska Department of Commerce and Economic Development, Business Development, Juneau
Alaska Governor's Office of International Trade
Alaska Industrial Development and Export Authority, Anchorage
Alaska Korea Business Council, Anchorage
Alaska Timber and Trading Company, Anchorage
Anchorage International Airport, Anchorage
Chan & Chan, Anchorage
Chinook Alaskan Brewing and Bottling Company, Ltd., Juneau
Flying Tigers, Anchorage
Hotel Captain Cook, Anchorage
Icicle Seafoods, Homer
Koncor Forest Products Company, Anchorage
Neiswonger Associates, Anchorage
Silver Lining Seafoods, Ketchikan
Small Business Development Center, Anchorage
Suddock & Suddock Associates, Anchorage
Suneel Alaska Corporation, Seward
University of Alaska Anchorage, Alaska Center for International Business, Anchorage
US Department of Commerce, International Trade Administration, Anchorage
US Foreign Exchange, Anchorage
Wrangell Forest Products, Ltd, Ketchikan
Yukon Pacific Corporation, Anchorage

Oregon

Alpha Export, Forestland
ANTHRO, Portland
Mike Benke, Medford
Eyedentify, Inc., Portland
First Interstate Bank of Oregon, Portland
Tom Fujimatsu, Portland
Ken Meier International, Brooks
Key Bank of Oregon, International Banking Department, Portland
Lewis Brothers Meat Company, Portland
Mitsui Grain Corporation, Portland
Oregon International Council, Salem
Portland/Oregon Visitors Association, Portland
Premier Gear & Machine Works, Portland
Scala Electronic Corporation, Medford
Security Pacific Bank of Oregon, Portland
Small Business International Trade Program, Portland
David Underwood, Grants Pass
US National Bank of Oregon, International Banking Division, Portland

Washington

Northwest International Trade Association, North Seattle Community College, Seattle (association of small importers and exporters)

A task force of international trade educators helped to define the units, competencies and tasks, course descriptions, academic cross-credit, and the scope and sequence for this curriculum. The task force which met to finalize this handbook deserves a great deal of credit for their hard work and valuable input:

- **M. Catherine Ashmore**, Entrepreneurship Program Director, Center on Education and Training for Employment, The Ohio State University, Columbus, Ohio
- **Rick Kelly**, Teacher, Aloha High School, Beaverton, Oregon
- **Janis Parsley**, Director, International Trade Institute, Seattle Community College, Washington
- **Linda VanBallenberghe**, Program Manager, Office of Adult and Vocational Education, Alaska Department of Education, Juneau
- **Yenti Verg-In**, Teacher, Sand Point Schools, Aleutians East School District, Alaska

Special thanks are due the following individuals for their assistance and review of this curriculum:

- **Robert Allen**, Export Development Specialist, North Seattle Community College, Washington
- **Douglas Barry**, Assistant Professor and Instructional Programs Coordinator, Alaska Center for International Business, Anchorage, Alaska
- **Chuck Becker**, District Director, International Trade Administration, US Department of Commerce, Anchorage, Alaska
- **Dr. Peter Bleslot**, Director, International Trade Program, University of Alaska Fairbanks
- **Katelyn Carrigan**, Office of International Trade, Office of the Governor, Anchorage, Alaska
- **Annie Caulkins**, Language Arts Curriculum Specialist, Office of Basic Education, Division of Educational Program Support, Alaska Department of Education, Juneau, Alaska
- **Mary Fleming**, Marketing Manager, Alaska Mountaintop Spirits Company, Anchorage
- **Marjorie Gorsuch**, Social Studies/Fine Arts Curriculum Specialist, Office of Basic Education, Division of Educational Program Support, Alaska Department of Education, Juneau, Alaska
- **Richard Krygler**, Assistant Principal, King Career Center, Anchorage School District, Alaska
- **John Mason**, President of Global Industries, Inc., Seattle, Washington
- **Marvin Nelson**, International Freight Forwarders, Seattle, Washington
- **Robert Poe, Jr.**, Director, Office of International Trade, Office of the Governor, Anchorage, Alaska
- **Mike Travis**, Foreign Language Curriculum Specialist, Office of Basic Education, Division of Educational Program Support, Alaska Department of Education, Juneau, Alaska
- **Bob Willner**, Oregon International Trade Council, Salem, Oregon
- **Robin Zerbak**, King Career Center, Anchorage School District, Alaska

Special appreciation is expressed to **Carl Smolin**, Curriculum Specialist, who coordinated the preparation and completion of this handbook, and to **Mark Hanson**, Associate Director of the South East Regional Resource Center, who administered this project.

Special thanks are due South East Regional Resource Center employees **Bibi Bramble** for compiling the Alaska survey results, **Dalnah Clark** for assistance in compiling the Oregon and Washington survey results, and **Heldi Rocheleau**, Graphic Artist, who designed the graphics for this curriculum.

Thanks are due **Wanda Montney** of the Oregon Department of Education, and **Walter Wong**, of the State Board for Vocational Education in Washington for supporting the development of this curriculum. Thanks also go to the National Network for Curriculum Coordination in Vocational and Technical Education (NNCCVTE), and participating states for providing resource materials which improved the quality of this handbook and saved months of work.

Finally, **Vardell Jackson**, Curriculum Specialist for the Office of Adult and Vocational Education, Alaska Department of Education, must be recognized for designing the curriculum development process and for participating in every step of the handbook's development ensuring that it is a model curriculum of the highest quality.

Karen Ryals, Director
Office of Adult and Vocational Education
Alaska Department of Education
October 1989

Introduction to Competency-Based Curriculum

Competency-Based Curriculum

Vocational education should be directed toward the skills, knowledge, and attitudes needed for successful employment. International trade educators need to continually update their curriculum in order to prepare students for competition in the job market.

An effective method for delivering vocational education is through a competency-based curriculum. This curriculum is based on an analysis of the key occupations in international trade. Once a competency-based curriculum is set in place, student performance must be measured on levels of proficiency in those competencies. Thus, the critical features of competency-based education are:

- 1) validating competencies to be included in the curriculum; and
- 2) evaluation of student competency levels.

This curriculum handbook sets direction for local curriculum developers. It provides a framework for developing courses of study and lesson plans in local schools.

Curriculum Based On Competencies

Competence refers to the adequate performance of a task. The task may be evaluated according to the performance or process, the service, or both.

Competency-Based Vocational Education consists of programs that derive their content from the tasks performed in each occupation/job and assess student performance on the basis of preset performance standards.

Learning materials define the competencies the student is to master, the criteria by which the student will be evaluated, and the conditions under which the evaluation will occur.

Competency-based instruction places emphasis on the ability to do, as well as on learning how and why. Student performance and knowledge are individually evaluated against the stated criteria, rather than against group norms.

The competency process utilizes a checklist of attitudes, knowledge, and skills that are commonly needed by entry-level employees in international trade occupations. In developing this curriculum handbook, a cross-section of international trade professionals were asked to respond to a survey on the basis of needs within their own establishments. The survey results were summarized to determine which attitudes, knowledge, and skills were important to firms in Alaska, Oregon, and Washington.

Student Performance Assessment

A curriculum becomes competency-based when students are assessed on the basis of their competence. A sample skills card is provided in this guide for teachers who wish to use them in assessing the competency levels of their students. The card has four levels of proficiency which allow continued development of skills. The card can be used to monitor students' progress as they move between international trade classes, between teachers and grade levels, and between school and work. The completed skills card is an important part of a placement portfolio when students begin their job search.

Curriculum Delivery Systems

Vocational Student Leadership Organizations

Some of the competencies in this curriculum guide cannot be fully met in traditional classroom and lab settings. Vocational Student Leadership Organizations (VSLO's) are a delivery system which can be integrated into the regular school program. Human relations skills as well as job skills will be enhanced by student participation in VSLO's. VSLO activities should complement instruction in the instructional classroom and lab. They should be integrated as a curriculum delivery system and not allowed to become an extracurricular activity.

Cooperative Work Experience

Some of the competencies identified in this guide cannot be fully developed at a school site. A work station in the community offers realistic experiences in fulfilling the program goals in career development and human relations. Cooperative Work Experience offers an excellent vehicle for the delivery of instruction. With well developed training plans, teachers and employers can cooperate to prepare students for employment. Cooperative Work Experience extends the instructional program beyond the availability of equipment and instructor time at the local school. Teachers and employers must maintain regular communications to assure that students are receiving a high quality experience.

The Rural Student Vocational Program (RSVP) provides a two week full-time work experience for students from rural areas where job stations are limited or non-existent.

Job Training Partnership Act (JTPA) programs provide on-the-job experience to disadvantaged youth in both urban and rural areas.

Role of Instructor in Curriculum Planning, Implementation, and Evaluation

The vocational instructor fulfills many roles which include the following responsibilities:

- Prepares a written vocational program plan.
- Develops and maintains a written program philosophy with objectives that support the philosophy.
- Maintains a written list of competencies identified as needed for the program area.
- Devises and maintains a classroom management system for implementing the curriculum materials provided for the program area.
- Evaluates the curriculum content periodically to determine curriculum changes and updates. This includes the involvement of the students (present and former), advisory committee members, and other personnel.
- Selects units of instruction and plans lesson plans based on the competencies of the occupation.
- Provides appropriate instructional materials, supplies, and equipment for the students to use.
- Provides school guidance counselor with information and updates regarding implementation of the specific curriculum.

- Reviews the instructional materials to assure that they are free from sex bias and sex role stereotyping.
- Works with an advisory committee.
- Assists and/or serves as an advisor to the appropriate student organization related to the vocational program area.
- Plans and arranges an appropriate classroom learning environment. This involves assisting students of different abilities to work at their own pace and in cases where remedial instruction is needed, securing additional help for those students.
- Reinforces basic skills of reading, communication (written & oral) and computation through vocational education experiences.
- Helps determine what objective(s) should be established for handicapped students as a part of the individual educational plan (IEP) development.
- Uses a grading procedure that is made available to all students at the beginning of their training.
- Sets an example for grooming and dress that is generally found in the occupational area in business or industry to enable students to establish appropriate standards.

Benefits of the Competency-Based Curriculum

Competency-based vocational education offers several benefits to students:

1. The competencies/tasks are directed to the student and provide measurable criteria for determining when the student has acquired the necessary knowledge and skills.
2. Students receive realistic training for the job. They become competent in tasks that are relevant to the occupation.
3. Students know what is expected of them throughout the course. The competencies are made available to them at the onset. They know what they will be doing and how well it must be done.
4. Each student is individually responsible for completing each competency attempted in the curriculum.
5. The basic thrust of the competency-based program is to evaluate students according to their accomplishment of tasks as they work up to individual capability. Students are not compared with other students in their accomplishments because each is expected to work according to employment standards. Because of the various evaluation policies of different school systems, the ideal of not comparing students in determining grades is not always possible.

II
**Program
Development**

Program Development

The format of this handbook was selected to aid administrators and teachers in concentrating on the skills needed for vocational training. It will assist in selecting the array of units and the delivery system which fit the school. This provides the flexibility of varying the course content to include the most valuable skills as appropriate for the scope and sequence. The primary importance is that students are able to secure foundation skills. Schools can vary their delivery systems to maximize student opportunities by:

1. Offering courses on alternate years or other planned sequences
2. Offering two or more courses in the same class
3. Providing individualized materials and instruction

A matrix is included in this guide for use in planning the courses to be offered and the content of each course.

The following chart shows the scope of international trade competencies.

Scope of International Trade

Background for International Trade Core



III
Course
Descriptions

Course Descriptions

These brief course descriptions provide a conceptual framework for the design and implementation of a balanced program in international trade. Teachers can use these descriptions to organize course offerings in international trade. Local schools will need to provide more definition regarding the content of their courses than is reflected in these general course descriptions.

The study of a foreign/world language(s) is a recommended component of an international trade program. Students should be aware of the need to study languages and schools should develop or include existing language programs with their international trade program.

There are also a variety of established programs that lend themselves to the application of international trade competencies. These include Cooperative Education and On-The-Job Training, foreign exchange programs, Sister Cities/Sister Schools programs, and Vocational Student Leadership Organizations.

Course: International Trade
Length: One semester or year
Grades: 11-12th grades

This course provides introductory knowledge and basic skills in international trade. State/regional profiles, world profiles, exporting and importing basics, international economics and finance, international marketing and transportation, laws and regulations, communications, entrepreneurship, trade documentation, and employability skills are covered. Students must successfully complete this course before they can participate in more advanced courses leading to international trade employment.

Course: International Trade Documentation
Length: One semester
Grades: 12th grade or post secondary

This course provides specialized training in skills necessary for employment opportunities in international trade. Procedures, processes, technology, and the preparation of the highly specialized documents used in international trade are covered.

Course: Entrepreneurship
Length: One semester or year
Grades: 9-12th grades or post secondary

This course provides specialized training for students interested in learning how to start a business. It covers evaluating business opportunities, developing a comprehensive business plan, and establishing a business.

Course: Advanced International Trade
Length: One semester or year
Grades: 12th grade or post secondary

Students will acquire advanced competencies in international trade including international marketing and transportation, overseas business travel, business planning, laws and regulations, international economics, and finance.

IV
Competencies
and Tasks

State/Regional Profiles



Competency: Identify economic base of your state/region

Tasks: Profile trade businesses in the area
Identify major trade components/resources such as:

- a. major cities
- b. financial centers
- c. principal products and import needs
- d. transportation centers
- e. technical assistance centers

Trace economic development of the area
Identify international trade partners, patterns, and trends
Identify restrictions on trade

Competency: Identify human resources of your state/region

Tasks: Profile:

- a. demographics
- b. cultural specialities
- c. educational opportunities
- d. psychographics:
 1. life styles
 2. consumer behavior
- e. professional assistance

Competency: Identify impact of geography on international trade

Tasks: Explain impact of:

- a. climate
- b. latitude/longitude
- c. time zones
- d. topography
- e. geology
- f. transportation modes and routes
- g. distances
- h. allocation of resources

World Profile



(A) Indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand major trade regions of the world

- Tasks:**
- Identify major trading groups including:
 - a. North America
 - b. Pacific Rim Nations
 - c. European Common Market
 - d. South America
 - e. Association of South-East Asian Nations (ASEAN)
 - f. Lesser Developed Countries
 - g. Newly Industrialized Countries
 - h. Developed Countries
 - i. Middle East Countries
 - j. Caribbean Basin/Central America
 - k. Communist Block Countries
 - Identify economic base of major trade regions including:
 - a. major cities
 - b. financial centers
 - c. transportation centers
 - d. natural resources
 - Identify international trade partners, patterns, and trends
 - Identify demographics of major trade regions
 - Identify impact of geography on international trade including:
 - a. climate
 - b. time zones
 - c. topography
 - d. transportation modes and routes
 - e. distances
 - Identify political factors

Competency: Understand how specific cultures impact business practices

- Tasks:**
- Explain characteristics of American business culture
 - Identify cultural differences including:
 - a. language/communication styles
 - b. religion/philosophy
 - c. values and attitudes
 - d. social organization
 - e. life styles
 - f. stereotyping
 - Identify business and social etiquette including:
 - a. rituals and protocols
 - 1. first impressions
 - 2. meetings
 - 3. greetings/gifts
 - 4. business cards
 - 5. use of names
 - 6. time
 - b. group vs individual
 - c. role of women
 - d. management styles
 - e. business entertainment
 - f. dress codes
 - g. work ethics
 - h. state of technology
 - i. negotiation concepts
 - j. friendship

(A) Apply appropriate business practices for cultures such as the Japanese, Taiwanese, Chinese, and Koreans:



- a. identify the distribution system
 - 1. find the right resource to get to the right market place for product
 - 2. find right partner for entry into market
 - 3. emphasize quality
 - 4. recognize that market success takes time
- b. acknowledge cultural differences
- c. locate information and assistance including:
 - 1. The Japan External Trade Organization (JETRO)
 - 2. China External Trade Development Council
 - 3. Taiwanese Trade Council
 - 4. Korea Consulate General
 - 5. Japanese Consulate General
 - 6. Korean Foreign Trade Association
 - 5. China Council for Promotion of International Trade
 - 6. National Council for US-China Trade
 - 7. The Manufactured Products Import Association (MIPRO)
 - 8. US Foreign and Commercial Service
 - 9. International Trade Administration
 - 10. International Chamber of Commerce
- d. participate in trade shows, trade missions, catalog shows, video shows and matchmaker events
- e. describe quotas, tariffs, and regulations
- f. use appropriate documents for shipments including:
 - 1. commercial invoice
 - 2. certificate of origin
 - 3. import declaration or approval
 - 4. packing list
 - 5. bill of lading
 - 6. inspection certificate
 - 7. export declarations
 - 8. cites documents
 - 9. individual validated license
- g. use standard terminology and language in agreements
- h. use metric system
- i. use guidelines for business meetings including:
 - 1. identifying decision-making structure
 - 2. defining meeting goals
 - 3. informing appropriate embassy officials
 - 4. wearing conservative business clothes
 - 5. making appointments in advance
 - 6. using bilingual business cards
 - 7. tipping or not tipping
 - 8. planning for extensive entertainment and socializing
 - 9. using interpreters
 - 10. planning first meetings
 - 11. using group dynamics
 - 12. using body language
 - 13. giving gifts
 - 14. being prepared
 - 15. being consistent

Import and Export Basics



(A) Indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand the differences and similarities between domestic and international business

Tasks: Identify differences and similarities for:

- a. currencies
- b. languages
- c. modes of transportation
- d. crossing boundaries
- e. legal issues
- f. time
- g. culture
- h. political environment
- i. product adaptation

Explain types of risks involved in trade:

- a. maritime
- b. commercial
- c. political
- d. legal

(A) Explain methods of importing and exporting such as: (See Marketing section)

- a. indirect
- b. direct

(A) Identify common mistakes made in international trade such as:

- a. insufficient commitment by top management to overcome difficulties and financial requirements of exporting
- b. failure to develop master international marketing plan
- c. failure to obtain qualified export counseling
- d. insufficient care in selecting overseas distributors
- e. insufficient planning for orderly growth
- f. neglecting export business when domestic market booms
- g. failure to treat international services on equal basis with domestic services
- h. assuming given market technique and product will automatically be successful in all countries
- i. unwillingness to modify products to meet regulations or cultural preferences of other countries
- j. failure to print service, sale, and warranty messages in local language
- k. failure to consider use of export management company
- l. failure to consider licensing or joint venture agreements
- m. failure to provide prompt shipments and readily available servicing for the product
- n. incorrect and incomplete documentation
- o. ineffective quality control
- p. insufficient and untimely communication with agents, suppliers, distributors, manufacturers, buyers

Competency:

Understand reasons for exporting and importing

Tasks:

Explain factors influencing decisions to export such as:

- a. maintaining competitive stability and gaining competitive advantage at home
- b. fragmented markets in foreign countries
- c. higher profit margins
- d. overcoming the domestic slack in demand
- e. evening out seasonal fluctuation in demand
- f. helping companies recoup and spread product development costs
- g. increase overall sales volume
- h. use excess production capacity
- i. learn about advanced technical methods used abroad
- j. exploit existing advantages in untapped markets
- k. follow domestic competitors who are selling overseas
- l. acquire knowledge about international competition
- m. test opportunities for overseas licensing or production
- n. contribute to the company's general expansion
- o. improve overall return on investment
- p. contract out production

Explain factors influencing decisions to import such as:

- a. price advantages
- b. quality advantages
- c. uniqueness
- d. supply/demand

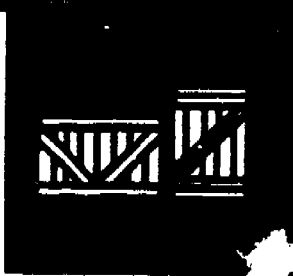
Competency:

Understand the exporting process

Tasks:

Identify steps for exporting:

- a. assess a product/service export potential
- b. make the export decision/management commitment
- c. analyze and organize company for export including:
 1. product
 2. operation
 3. personnel
 4. resources of firm
 5. industry structure, competition
- d. develop market component/market plan including:
 1. making contacts/market plan
 2. selection of target markets
 3. product selection and pricing
 4. market entry
 5. distribution method
 6. sales & terms and conditions
- e. determine inter-finance/purchase/payment agreement
- f. prepare and produce export product including:
 1. adaptation
 2. labeling, packaging
- g. prepare documentation, shipping, logistics
- h. plan after sales services



Competency: Understand the importing process:

- Tasks:** Identify steps in the importing process:
- a. identify market needs
 - b. research overseas suppliers/manufacturers
 - c. evaluate product sources based on:
 1. quantity
 2. quality
 3. delivery
 4. price
 5. reliability
 6. sample merchandise
 - d. select source
 - e. check import regulations
 - f. negotiate agreements for sale including:
 1. method of payment
 2. terms
 3. volume
 4. product promotion
 5. delivery date
 6. product specification
 7. packaging
 8. labeling
 - g. arrange financing
 - h. identify quotas, tariffs, and standards
 - i. plan shipping, documentation, and logistics
 - j. arrange payment and distribution

Competency: Analyze international trade data

- Tasks:** Explain use of:
- a. trade statistics
 - b. computerized economic data systems
- Use graphs, charts, tables
Interpret data for business planning

Competency: Use international business resources

- Tasks:** Identify assistance and resources available from the:
- | | |
|--|----------------------------|
| a. US Department of Commerce | n. Chambers of Commerce |
| b. US Small Business Administration | o. Port Authorities |
| c. Export-Import Bank | p. Banks |
| d. Overseas Private Investment Corporation | q. Export Mgmt Companies |
| e. US Department of Agriculture | r. Trade Associations |
| f. US Department of State | s. Export Packers |
| g. US Department of Treasury | t. Freight Forwarders |
| h. State Agencies | u. Custom House Brokers |
| i. United Nations | v. Consulting Firms |
| j. Embassies and Consulates | w. Transportation Carriers |
| k. World Bank | x. Credit Reporting Firms |
| l. Inter American Development Bank | y. Universities/Colleges |
| m. Asian Development Bank | z. Libraries |

(A) Competency:

Understand overseas business travel



Tasks:

Identify reasons for business travel including:

- a. to find distributors, agents, representatives/suppliers
- b. to sell to new customers
- c. to strengthen ties with established customers/suppliers
- d. to learn more about the needs, tastes, and practices of the market
- e. to learn new opportunities for doing business

Identify travel needs such as:

- a. visas
- b. health regulations
- c. travel documents
- d. business contacts
- e. import duties
- f. business cards and adequate supply
- g. promotional materials
- h. travel requirements of foreign country
- i. carnet
- j. customs registration

Plan the travel itinerary setting:

- a. realistic schedules
- b. reflecting priorities
- c. transportation
- d. social activities

Make travel arrangements:

- a. identify foreign country's business practices, work days and hours
- b. investigate history, culture, customs
- c. pack economically
- d. plan for weather, appropriate business attire, electrical differences, currency exchange, jet lag
- e. make and confirm reservations

Follow company reporting requirements

International Economics



(A) Indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand role of International trade

Tasks: Explain:

- a. distribution of resources
- b. impact of international trade on standard of living

(A) Explain comparative and absolute advantage

Competency: Understand economic terms of International trade

Tasks: Identify terms, principles, and organizations associated with economics of international trade including:

- a. import/export
- b. exchange rate
- c. tariff
- d. quota
- e. protectionism
- f. supply/demand
- g. deficit/surplus
- h. embargo
- i. trade balance
- j. balance of payment
- k. capital account/current account
- l. General Agreement on Tariffs and Trade (GATT)
- m. barter/counter trade
- n. Gross National Product (GNP)
- o. multinational corporations
- p. Harmonized System (HS)
- q. dumping

Competency: Understand economic systems

Tasks: Explain the types of economies:

- a. market/capitalistic
- b. central/planned
- c. traditional/subsistence

Identify the role of government in international trade including:

- a. trade barriers/incentives
- b. laws/regulations/trade policies
- c. trade promotions

International Marketing and Transportation



(A) Indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand the marketing concept

- Tasks:** Explain terms and principles of marketing including:
- a. price
 - b. product / packaging
 - c. promotion
 - d. place
 - e. consumer
 - f. utility
 - g. value-added
 - h. marketing concept
 - i. sale
- Explain functions of marketing including:
- a. financing
 - b. risk-taking
 - c. buying
 - d. selling
 - e. transporting
 - f. storing
 - g. researching/standardization

Competency: Assess a product's market potential

- Tasks:** Analyze the success of a product domestically or internationally including:
- a. nature of the product:
 - 1. size
 - 2. price
 - 3. packaging
 - 4. labeling
 - 5. distribution requirement
 - 6. acceptability to other cultures
 - 7. appropriate names
 - 8. regulations
 - b. nature of the market:
 - 1. trends
 - 2. competition
 - 3. availability of service
 - 4. supply and demand
 - 5. demographics
 - 6. buying behavior
 - 7. market structure
 - c. nature of the company:
 - 1. experience
 - 2. management
 - 3. resources
 - 4. production capability
 - 5. international goals

Competency:

Assess a market's potential

Tasks:

Identify countries or regions which offer the best prospective markets which meet your goals

Describe the political government in each prospective market including:

- a. type of government
- b. government stability
- c. present and historical attitudes toward business with the U.S.
- d. national economic and development priorities and goals

List resources for obtaining marketing data

Analyze demographic and economic conditions including:

- a. population size, growth, distribution
- b. literacy rate and education level
- c. availability of labor, management potential
- d. national income, per capita income
- e. economic growth, GNP, industrial sector growth
- f. role of foreign trade in economy
- g. currency situation, inflation rate, conversion and currency controls, credit regulations
- h. consumer buying patterns
- i. cultural differences in language, values and attitudes, religion, social organization, and color

Describe development level and infrastructure including:

- a. natural resources
- b. industrial and technological development
- c. physical distribution and communication network
- d. similarities and differences with the US market

Investigate regulatory market entry considerations including:

- a. limitations on trade: tariff levels, quotas and other nontariff barriers
- b. documentation and import regulations
- c. US documentation and export controls
- d. foreign standards, accepted industrial practices, measuring systems, and certification procedures

Identify legal considerations including:

- a. code of laws
- b. investment and licensing laws
- c. taxation laws
- d. employment laws
- e. patent, trademark, antitrust, advertising laws
- f. relevant treaties
- g. reality of law vs letter of the law

Identify government assistance including:

- a. US government assistance
- b. foreign government assistance and attitudes
- c. bilateral relations, programs, treaties
- d. development incentives

Analyze competition including:

- a. host country
- b. third country



Competency:

Analyze International distribution systems



Tasks:

Explain the basic functions of international distribution:

- a. moving the products to foreign/domestic markets
- b. distributing the products in foreign/domestic markets

Identify modes and advantages of transportation including:

- a. ocean
- b. rail
- c. truck
- d. air

Explain the role of:

- a. customs brokers
- b. freight forwarders

Identify options for transferring ownership including:

- a. FAS
- b. C&F
- c. FOB
- d. CIF

Explain innovations in shipping practices including:

- a. containerization
- b. paperless /electronic transactions

(A) Explain ways to conduct exporting including:

- a. indirect methods:
 - 1. commission agents
 - 2. export management companies
 - 3. export trading companies
 - 4. export agents
 - 5. piggyback marketing
 - 6. state-controlled trading companies
- b. direct methods:
 - 1. sales representatives or agents
 - 2. distributors
 - 3. foreign retailers
 - 4. direct sales to users/consumers
 - 5. joint ventures
 - 6. franchising

(A) Explain ways to conduct importing including:

- a. indirect methods:
 - 1. import merchant
 - 2. import commission house
 - 3. import broker
 - 4. wholesaler
 - 5. agent
 - 6. trading companies
- b. direct methods:
 - 1. foreign manufacturer
 - 2. foreign broker
 - 3. foreign trade fairs
 - 4. foreign manufacturers agent

(A) Explain the purpose of Foreign Trade Zones including:

- a. US Customs Bureau system of bonded warehouses

Competency:

Understand cargo insurance

Tasks:

Explain importance of cargo insurance

Identify types and coverage of cargo insurance:

- a. Free of Particular Average (FPA)
- b. With Average (WA)
- c. All Risks (AR)

Identify role of insurance agents and brokers

(A) Analyze insurance proposals



Competency:

Use advertising, promotion, and public relations tools

Tasks:

Explain the use of tools such as:

- | | |
|---------------------------------------|-------------------|
| a. domestic/international advertising | k. radio |
| b. press releases | l. television |
| c. direct mail | m. videos |
| e. literature | n. outdoor ads |
| h. magazines | o. trade fairs |
| i. newsletters | p. trade missions |
| j. local advertising | q. catalogs |

Use direct contacts such as:

- a. business colleagues
- b. trade associations
- c. world trade centers
- d. federal, state, and local government agencies
- e. banks
- f. foreign consulates, embassies

Evaluate the effectiveness of advertising, promotion, and public relations tools

Deliver messages in local language

Identify differences in advertising media in other countries

Competency:

Understand International pricing

Tasks:

Identify cost components including:

- a. special packaging, packing, and marking
- b. freight charges
 1. inland freight from plant to port of shipment
 2. air, sea and land freight
 3. in-country from port of entry to customer
- c. port charges including:
 1. US port handling, loading, and storage
 2. foreign port handling, unloading, storage
- d. freight forwarder
- e. insurance charges
- f. import charges
 1. customs/documentation
 2. import duties
 3. import taxes
- g. financing charges
- h. value-added taxes
- i. commission expenses
- j. impact of fluctuating currencies
- k. cost of modifications

(A) Explain factors affecting pricing decisions including:

- a. what the foreign market will allow
- b. cost of doing business
 1. materials
 2. direct labor
 3. labor overhead
 4. other direct costs
 5. selling costs
 6. foreign transaction costs
 7. general and administration costs

- c. competition's pricing
- d. profit
- e. terms of sale (eg. FOB, CIF)



Competency: Understand customer service

- Tasks:**
- Explain the importance of good customer service including:
 - a. importance of repeat sales
 - b. ways of handling problems
 - c. compensating for errors
 - d. suggesting additional services
 - e. follow-up
 - f. corporate responsibility for service
 - Explain importance and use of service strategies in meeting needs and wants of customers
 - Explain the importance of timeliness and complexity in customer service
 - Differentiate customer service roles in different businesses and cultures

(A) Competency: Select an export distribution system

- Tasks:**
- Analyze the:
 - a. nature of product/service
 - b. resources of firm
 - c. how much control desired in distribution
 - d. price
 - e. terms of sales
 - f. level of control of marketing product/service in target area
 - g. business conditions prevailing in target markets
 - Determine packing considerations and labeling requirements
 - Determine method of sale (eg. FOB, CIF)
 - Identify shipping, licensing, and collection documentation
 - Use resources to identify agents, distributors, and representatives including:
 - a. Agent/Distributor Service, US Department of Commerce
 - b. World Traders Data Reports
 - c. Banks
 - d. Service Organizations
 - e. Publications and Industry Directories—Export Magazine
 - f. Trade Associations—Export Management Association
 - g. Foreign suppliers
 - h. Export departments of competitors
 - i. Consulates and Embassies
 - j. Matchmaker Events
 - k. Trade Shows and Trade Missions
 - Evaluate options based on:
 - a. intermediary's own acceptance in target markets
 - b. reputation
 - c. overall experience
 - d. experience with similar products
 - e. technical capability and capacity to service product
 - f. sales organization and quality of sales force
 - g. handling of competitive lines
 - h. knowledge of particular market
 - i. financial strength
 - j. sales volume and growth record

- k. knowledge of US business methods and reporting for accounting, sales, marketing, and management
- l. knowledge of efficient promotion techniques
- m. knowledge of English and other languages
- n. suggested method for introducing product into market
- o. credit ratings
- p. observation of physical operation



Determine distribution approach

Negotiate a contract protecting your rights

Analyze contract components including:

- | | |
|--|----------------------------------|
| a. nature of appointment | l. accounting |
| b. territory | m. allocation of duties |
| c. duties of exporter | n. government approvals |
| d. duties of sales representative | o. term and termination |
| e. basic information | p. Foreign Corrupt Practices Act |
| f. pricing and terms | q. dispute resolution |
| g. delivery | r. limitation on damages |
| h. inspection | s. integration clause |
| i. warranty | t. notices and signatures |
| j. industrial and intellectual property rights | u. amendments |
| k. noncompetition | |

(A) Competency: Apply pricing strategies

Tasks:

Determine ways to reduce your price such as:

- | | |
|--------------------------------|------------------------------|
| a. product modification | c. increased volume |
| b. lower tariff classification | d. lower labor/material cost |

Determine cost of customer expectations such as:

- | | |
|---------------------------|--------------------------|
| a. warranty, guarantee | n. packaging |
| b. reliability | i. adaptability |
| c. returns and allowances | j. shelf life |
| d. credit | k. labeling |
| e. after sales service | l. brand name/reputation |
| f. replacement parts | |
| g. standards | |

Identify pricing procedures for foreign exchange controls such as:

- a. increasing prices to keep up with rate changes
- b. cutting down on items that use hard currencies
- c. speeding up or slowing down payment
- d. using hedges and options

Prepare pro forma invoice/quotation including:

- a. description of product
- b. quantity
- c. packing specifications
- d. gross weight
- e. size of each piece
- f. destination
- g. terms of sale
- h. mode of transportation
- i. insurance requirements
- j. method of payment
- k. special documents or special handling information

Compute price according to terms of quotation including:

- a. quote in accepted currency
- b. time frame for validating quotation

(A) Competency: Understand sales strategies

- Tasks:**
- Identify sales customers
 - Accommodate communication styles
 - Understand the meaning of an agreement
 - Know your customer
 - Use appropriate negotiation techniques
 - Develop personal relationships and trust
 - Recognize and accommodate language differences
 - Use translators
 - Train customers and distributors on product features and use

(A) Competency: Develop an Import/export plan

- Tasks:**
- Determine business and personal goals
 - Write executive summary
 - Analyze the export situation including:
 - a. the product
 - b. operations
 - c. personnel and export organization
 - d. resources of the firm
 - e. industry structure, competition, and demand
 - Analyze the marketing environment including:
 - a. identification, evaluation, and selection of target markets
 - b. product selection and pricing
 - c. distribution method
 - d. terms and conditions
 - e. cultural differences
 - Identify the management plan including:
 - a. internal organization and procedures
 - b. sales goals, profit forecasts
 - c. legal and licensing requirements
 - d. documentation requirements
 - e. time frames for standard levels of performance
 - List sources of industry information
 - Identify strategy including:
 - a. countries with special trade advantages
 - b. primary target countries
 - c. secondary target countries
 - d. indirect marketing efforts
 - e. direct marketing efforts
 - Determine budget
 - Develop pro forma financial statements
 - Develop implementation plan including follow-up and review
 - Determine separate marketing techniques for each country
 - Prepare a product for export



International Finance



(A) indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand basic concepts of International finance

Tasks: Explain terms and principles associated with international finance including:

- a. pre-export finance:
 1. government programs
 2. guarantees
 3. direct loans
- b. post-export finance:
 1. receivable financing
 2. export credit insurance
 3. Foreign Credit Insurance Association (FCIA)
 4. international factoring
 5. forfait
- c. letters of credit for exporters
- d. letters of credit for importers
- e. acceptance financing
- f. countertrade
- g. barter
- h. compensation trade
- i. spot and forward exchange rates
- j. bank credit
- k. payment terms
- l. document collections
- m. capital
- n. trade finance
- o. payment terms (incoterms) such as:
 1. FOB
 2. CIF
 3. C&F
 4. EXWORKS
 5. FAS
 6. EXQUAY
 7. EXSHIP

(A) Identify considerations for financing including:

- a. strategic need for financing
- b. cost of different methods of financing
- c. management of working capital and cash flow
- d. length of time financing required
- e. risk — political, transaction
- f. company's own financial resources

Competency: Understand foreign currency/exchange

Tasks: Explain importance of US dollar in international transactions

Explain foreign exchange hedging strategies such as:

- a. forward contracts
- b. options

List foreign currencies and their exchange rate

Compute exchange rates based on current conversion information

Explain how exchange rates influence the cost of imports and exports



- (A) Explain how foreign exchange values are influenced by supply and demand
- (A) Explain government currency controls
- (A) Explain foreign exchange transfer risks

Competency: Understand methods of international payment and finance

- Tasks:**
- Identify methods of payment used in trade finance for importing and exporting including:
 - a. cash in advance
 - b. letters of credit such as:
 - 1. sight
 - 2. time
 - 3. irrevocable
 - 4. irrevocable and guaranteed
 - c. documentation collections such as:
 - 1. sight
 - 2. time
 - d. open accounts
 - e. consignments
 - Identify sources of financial assistance including:
 - a. private sources
 - b. government & government -assisted sources
 - Explain the services of commercial banks
 - (A) Develop a trade finance strategy

(A) Competency: Secure financing

- Tasks:**
- Identify international banking services
 - Identify acceptable banks and expertise
 - Identify other sources of financing
 - Identify process of obtaining credit
 - Prepare loan documentation
 - Prepare for negotiations with financing agency
 - Distinguish between internal and existing credit facilities

Laws and Regulations



(A) Indicates advanced competency or task taught beyond core level of International trade program

Competency: Understand laws regulating exports

- Tasks:**
- Describe regulations for exporters to follow to comply with U.S. law including:
 - a. restrictions on exporting of sensitive technology
 - b. prohibition of participation in a nonsanctioned boycott
 - c. prohibition of export of scarce materials
 - d. restriction on facilitating payments
 - Identify procedures and agreements for meeting foreign market requirements such as:
 - a. documentation requirements
 - b. foreign language labeling requirements
 - c. requirements to use local import agents
 - d. customs issues and duties
 - e. restrictions on method of payment
 - f. health regulations
 - g. countertrade
 - h. antitrust
 - Describe state laws related to exporting
 - Explains types and uses of export licenses including:
 - a. general licenses
 - b. validated licenses
 - c. special licenses
 - Identify the role of agencies in regulating exports including:
 - a. US Department of Commerce
 - b. US Department of Justice
 - c. US Department of Agriculture
 - d. Food and Drug Administration
 - e. Environmental Protection Agency
 - f. US Department of State
 - g. US Department of Interior
 - (A)** Explain US laws regulating exports including:
 - a. Trading with the Enemy Act
 - b. International Emergency Economic Powers Act
 - c. Arms Export Control Act
 - d. Atomic Energy Act
 - e. Export Administration Act
 - f. Export Administration Regulations
 - g. Foreign Corrupt Practices Act of 1977
 - h. Anti-Boycott Regulations
 - i. Omnibus Trade and Competitiveness Act
 - (A)** Identify country groups and export control classifications including:
 - a. special country classifications
 - b. technical data controls
 - c. short supply

Competency:

Understand laws regulating imports



Tasks:

Describe regulations for importers to follow to comply with US law such as:

- a. health regulations
- b. agriculture regulations
- c. fire arms

Identify role of agencies in regulating imports such as:

- a. US Department of Agriculture
- b. US Department of Justice
- c. US Department of Commerce
- d. US Department of State
- e. US Department of Treasury
- f. Federal Drug Administration
- g. Environmental Protection Agency
- h. Federal Communications Commission
- i. US Department of Interior
- j. Consumer Product Safety Commission
- k. Federal Trade Commission
- l. Federal Aviation Administration

(A) Explain US laws regulating imports including:

- a. Omnibus Trade and Competitiveness Act
- b. Anti-Boycott Regulations
- c. Trading with the Enemy Act
- d. International Emergency Economic Powers Act
- e. product specific acts limiting certain imports (dairy products, steel)
- f. regional laws promoting trade

(A) Identify country groups and import control classifications including:

- a. special country classifications (GSP, Caribbean Basin)
- b. quotas

Competency:

Understand customs regulations

Tasks:

Explain purpose and role of US customs

Explain terms and principles associated with customs including:

- a. Foreign Trade Zone
- b. General Agreement on Tariffs and Trade (GATT)
- c. Most Favored Nation (MFN) treatment
- d. quota
- e. tariffs
- f. duties
- g. dumping
- h. General System of Preferences (GSP)
- i. bonded warehouse system
- j. ad valorem
- k. quarantine
- l. liquidation

Identify customs regulations for:

- a. shipping
- b. duties
- c. importing
- d. exporting

Identify classifications for goods such as:

- a. Harmonized System
- b. Standard Industrial Classification

(A) Identify differences in US vs foreign duties and tariffs

(A) Competency:

Understand Intellectual property rights protection

Tasks:

Explain protections of international trade treaties including:

- a. Patent Cooperation Treaty
- b. Paris Convention for Protection of Industrial Property
- c. Universal Copyright Protection
- d. US Copyright Act
- e. International Traffic in Arms Regulations
- f. Omnibus Trade Bill (301C)

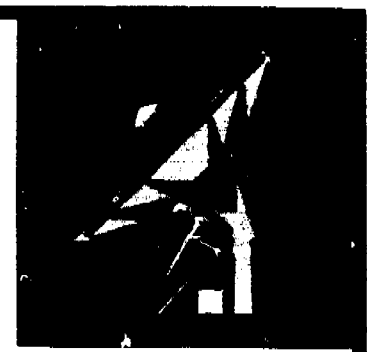
Explain the protection of patents, copyrights, trademarks, and trade secrets

Identify the enforcement agencies for intellectual property rights protection including:

- a. International Trade Administration
- b. US Customs
- c. US Department of State
- d. US Department of Justice



Communications



(A) Indicates advanced competency or task taught beyond core level of international trade program

Competency: Understand International communications

Tasks: Explain terms and principles of international communications including:

- a. negotiation
- b. customs
- c. rituals
- d. etiquette
- e. body language
- f. protocols
- g. listening skills
- h. miscommunications
- i. jargon
- j. agenda

Identify differences between verbal and nonverbal communication
Explain how cultural values affect communication
Identify business protocols for:

- a. introductions
- b. conversation
- c. confidentiality
- d. cultural differences

Use standard English, avoid slang and jargon
Identify communication styles for different audiences
Use appropriate presentation methods

Competency: Use a foreign/world language

Tasks: Identify survival, greeting, and business terms in a foreign/world language
Explain importance of using host language including:

- a. respect
- b. clear understanding
- c. acceptance/friendship

Identify role of translators and interpreters
Explain function of written and oral communications

Competency: Analyze communication modes used in international trade

Tasks: Explain use of communication modes used in international trade including:

- a. telephone
- b. telex
- c. fax
- d. correspondence
- e. internal communication procedures
- f. courier services
- g. electronic systems
- h. translators
- i. transcriptions
- j. postal systems

Explain the use of computer systems in international trade including:

- a. communication systems
- b. financial /accounting systems
- c. brokerage systems

(A) Compare costs of electronic communications
(A) Demonstrate how to:

- a. send a telegram
- b. send a mailgram
- c. telegraph a money order
- d. use electronic mail
- e. send a fax
- f. send a telex

(A) Competency: Use the telephone

Tasks:

Explain the importance of the telephone in business

Identify international time zone differences

Use telephone equipment including:

- a. PEX (if available)
- b. rotary dial and touch-tone phones
- c. six (or more)-button desk phones
- d. speaker phones
- e. automatic dialers
- f. rural telephone systems
- g. international telephone systems

Answer the telephone with:

- a. proper business identification and greeting
- b. cheerful and enthusiastic voice
- c. clear and distinct speech
- d. a pleasant tone and pitch
- e. sufficient volume
- f. conviction and confidence
- g. the proper close
- h. assistance when identifying foreign language translation needs
- i. prompt response
- j. basic English
- k. screening techniques
- l. treating every call as important
- m. identifying yourself immediately
- n. completing calls promptly
- o. ending positively and appropriately
- p. having pencil and paper ready for messages
- q. saying "thank you" and "you are welcome"
- r. transferring calls
- s. monitoring calls on hold
- t. routing messages

Locate a telephone number using:

- a. a telephone directory
- b. directory assistance (local and long distance)

Follow office procedures for placing long-distance calls considering time differences and rate periods for:

- | | |
|-----------------------------|----------------------------|
| a. direct distance dialing | f. mobile and marine calls |
| b. station-to-station calls | g. credit-card calls |
| c. person-to-person calls | h. overseas calls |
| d. collect calls | i. toll-free calls |
| e. conference calls | j. Trident radio phones |

(A) Competency: Follow procedures for telex/cables/fax

Tasks:

Identify terms and language used for telex/cables/fax

Locate overseas couriers/fax/cable information

Make sure telex/cable/fax address and number is included on all correspondence

Make sure telex/cable contains complete information

Check number and name of party

Be aware of time differences

Acknowledge and confirm



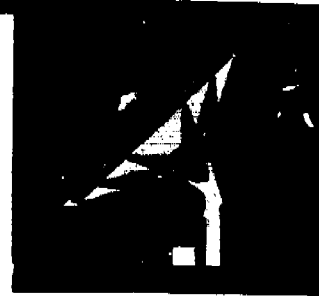
(A) Competency: Prepare written communications

- Tasks:**
- Compose international business correspondence using:
 - a. appropriate grammar and clear sentences
 - b. basic business vocabulary
 - c. standard English/foreign language
 - Write international business sales letters including:
 - a. establishing reputation of product and company
 - b. identifying what you are seeking
 - c. requesting a response
 - d. providing telex/fax
 - e. sending necessary materials
 - f. sending all inquiries by airmail/telex/fax
 - Respond to foreign inquiries including:
 - a. translating request
 - b. acknowledging receipt of inquiry
 - c. providing quotations
 - d. following company procedures

(A) Competency: Perform general office duties

- Tasks:**
- Maintain alphabetic, numerical, and subject filing systems
 - Organize files by country and topics such as:
 - a. advertising
 - b. air freight
 - c. banking: US and foreign
 - d. chronological
 - e. country files
 - f. compatible products
 - g. competition
 - h. credit information
 - i. currency rates
 - j. distributors
 - k. documents
 - l. formats
 - m. freight forwarding
 - n. holding/pending
 - o. itineraries
 - p. legal: US and foreign
 - q. lost business
 - r. marketing sources
 - s. new correspondence
 - t. office equipment
 - u. orders completed
 - v. old business
 - w. personal contacts
 - x. photographs
 - y. pricing
 - z. printing
 - aa. product
 - bb. projects
 - cc. promotion mail
 - dd. purchases
 - ee. receipts
 - ff. references
 - gg. resource people
 - hh. sales
 - ii. sources of information
 - jj. standard policies
 - kk. supplies
 - ll. taxes
 - mm. telecommunications
 - nn. telephone
 - oo. travel plans
 - pp. US brokers
 - Duplicate materials on copy machine
 - Schedule meetings
 - Maintain appointment and calendar system
 - Process mail including:
 - a. identifying postal regulations for international mailings
 - b. using postal services
 - Process orders including:
 - a. preparing a separate folder for each order
 - b. confirming pricing/payment/credit/shipping terms
 - c. having production confirm order's terms
 - d. producing order

- e. telexing/faxing customer:
 - 1. confirming order
 - 2. clarifying order
 - f. preparing order for shipment
 - g. arranging shipping pick-up
 - h. reviewing and compiling shipping documentation
- Use general office resources and references



(A) Competency: Plan business meetings

- Tasks:**
- Follow procedures for scheduling meetings, audio conferences, and teleconferences including:
- a. securing meeting space
 - b. planning agendas
 - c. notifying participants
 - d. arranging for refreshments
 - e. organizing meeting materials
 - f. recording meetings by writing, video, audio tapes
- Follow up meetings by sending materials and reports to participants

Entrepreneurship



(A) Indicates advanced competency or task taught beyond core level of international trade program

Competency: Understand entrepreneurship potential

Tasks:
Describe the role of self-employment in the free enterprise system
Identify risks and rewards of starting a new business
Identify the role small businesses have played in job creation and new products and services
Identify how profits and losses affect a business

(A) Competency: Evaluate personal entrepreneurship opportunities

Tasks:
Identify interests and abilities and personality traits including:
a. personal background
b. behavior patterns
c. life-styles
Evaluate business skills including:
a. skills needed to start and maintain business
b. experiences where these business skills have been acquired
c. specific business skills possessed and where help is needed
Build a support system including:
a. mentors and organizations as role models
b. outside sources for assistance and expertise
c. assistance and support
Assess personal finances including:
a. feasibility to undertake a business
Complete product or service survey including:
a. identifying potential business idea
b. monitoring needs of consumer
c. analyzing product or service feasibility
Conduct a market survey including:
a. consumer needs and product information
b. market factors relative to competition
Plan a business including:
a. type of business ownership
b. types of financing
c. financial and record-keeping forms for financial plans
d. the business strategy
Identify resources for small business assistance including:
a. small business resources
b. technical assistance
Develop a personal plan of action

(A) Competency: Prepare a business plan

Tasks:

Identify purpose of business plan such as:

- a. identifying type of service or product offered
- b. determining feasibility of starting a business
- c. serving as sales tool for financing
- d. forming basis of operations for business

Write a specific business plan including:

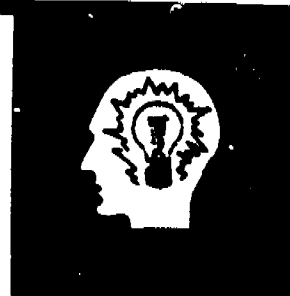
- a. business survey
- b. business background
- c. business descriptions (products/services)
- d. marketing plan
- e. management plan
- f. financing including cash flow projections

(A) Competency: Establish a business

Tasks:

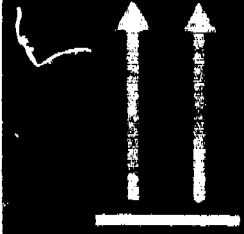
Identify steps for starting an international business including:

- a. obtain financing
- b. identify personal expertise
- c. hire and train staff
- d. prepare site/location
- e. define policies and procedures
- f. identify legal and government issues
- g. define taxation issues
- h. obtain distributor agreements, etc.
- i. define sales projections
- j. prepare promotional activities
- k. set up accounting systems
- l. set up protection systems



Trade Documentation

(A) Indicates advanced competency or task taught beyond core level of international trade program



Competency: Identify documents necessary for exporting

Tasks: Explain the importance of documentation in international trade
Explain the use of export documents including:

- a. shipping documents
 1. export licenses
 2. bills of lading—inland, air, and ocean bills of lading
 3. insurance certificates
 4. Shipper's Export Declaration
- b. collection documents
 1. commercial invoices
 2. consular invoices
 3. certificates of origin
 4. inspection certificates
 5. customs invoices
- c. other documents
 1. pro forma invoices
 2. letters of credit
 3. drafts
 4. letters of transmittal
 5. notices of exportation
 6. dock/warehouse receipts
 7. certificates of manufacturing
 8. health permits
 9. packing list

Identify special documentation required for foreign countries including:

- a. customs invoice forms
- b. import declarations and restrictions

Use resources for identifying foreign import requirements including:

- a. US Department of Commerce Export Regulations
- b. Foreign Trade Statistics Regulations
- b. foreign government embassies and consulates
- c. Bureau of National Affairs Export Shipping Manual
- d. Official Airline Guide
- e. National Council on International Trade Documentation
- f. Freight Forwarder Professional

Identify requirements for export shipping

Explain functions of international freight forwarder's including:

- a. explaining requirements for export shippers
- b. advising and servicing exporter's needs
- c. assistance in financing
- d. selecting mode of transportation and routes
- e. minimizing shipping costs
- f. troubleshooting
- g. packing and documentation

Identify import barriers to trade encountered by exporters including:

- a. import licenses
- b. exchange permits
- c. quotas

Explain the use of computers in preparing documentation



Competency:

Identify documents necessary for importing

Tasks:

Explain importance of documentation in international trade

Explain use of import documents including:

- a. entry manifest
- b. evidence of right to make entry
- c. pro forma invoice/commercial invoice
- d. packing list
- e. entry summary
- f. entry surety bond
- g. carrier certificate release order

Identify process of importing merchandise including:

- a. filing documents necessary for determining whether merchandise may be released from custom's custody
- b. filing documents which contain information for duty assessment and statistical purposes

Explain:

- a. the assessment of duties on imports
- b. use of commercial invoices
- c. classification and values of imports
- d. markings
- e. special requirements
- f. fraud
- g. foreign trade zones

Competency:

Understand the metric system

Tasks:

Explain metric units of measurement for:

- a. weight
- b. distance
- c. volume
- d. size

Convert measurements to metric system

Identify the importance of metric system in documentation and packaging

(A) Competency:

Understand the flow of documentation

Tasks:

Identify the responsibility of shippers:

- a. prepares domestic bill of lading for movement of cargo to pier
- b. sends copy to forwarder with packing list
- c. checks bills of lading
- d. marks cargo to show weights, measurements, destination, ID marks, country of origin
- e. packs shipment

Identify responsibilities of customs house broker:

- a. obtains customs release, freight release, Department of Agriculture clearances, and other required documents before contacting motor carrier
- b. forwards to motor carrier original bill of lading and delivery order
- c. checks bill of lading and delivery order for completeness
- d. guarantees terminal operator lading charges and demurrage

Identify the responsibilities of the inland carrier:

- a. secures interchange agreement with steamship company on containers
- b. accepts cargo for transit to port
- c. checks bill of lading and delivery order for completeness
- d. advises freight forwarder or shipper's representative of cargo's arrival
- e. obtains information from forwarder or representative on name of vessel, sailing date, pier number, location, special permits
- f. obtains dock receipt from forwarder or representative
- g. contacts terminal operator to make special arrangements and pick up
- h. provides truck driver with delivery order
- i. signs tally and loading ticket
- j. retains copy of delivery order
- k. advises broker of completion of cargo pick-up
- l. delivers goods to final destination
- m. surrenders bill of lading, loading ticket, and other documents to importer

Identify the responsibilities of the forwarder:

- a. provides dock receipt and special permits to delivering motor carrier
- b. checks dock receipt
- c. assembles documents
- d. prepares drafts
- e. sends documents to designated bank
- f. mails copies to exporters and other parties involved

Identify the responsibilities of the terminal operator:

- a. issues pass to driver at gate house
- b. assigns driver a check and unloading spot
- c. retains original dock receipt and forwards copy to steamship company
- d. makes arrangements for payment of demurrage
- e. directs driver to pier Customs Office
- f. loads cargo vehicle with pier personnel (the checker notes exceptions and shortages)
- g. retains original delivery order

Identify the responsibilities of the Customs Office:

- a. verifies driver's papers against pre-logged Customs permits
- b. stamps delivery order or tally sheet

Identify responsibilities of steamship/air freight company:

- a. notifies importer or agent prior to shipment's arrival
- b. issues bill of lading to shipper or agent
- c. provides freight release to shipping terminal operator

Identify importance of proper consignment procedures for exports/imports

(A) Competency:

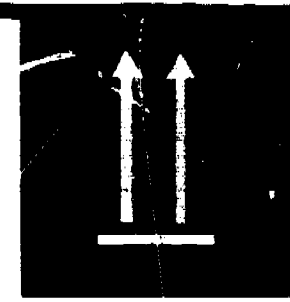
Prepare trade documentation:

Tasks:

Review documentation and proof for:

- a. accuracy
- b. consistency of language
- c. completeness
- d. timeliness
- e. legibility
- i. grammar

Use computers in preparing standard trade documents
Access on-line data relevant to completing documentation
Identify sources of assistance in preparing forms
Follow procedures for form preparation
Identify relationship between documents in their preparation



(A) Competency: Understand export licensing

Tasks: Explain the use of export regulations in licensing including:

- a. requirements
- b. application process
- c. limitations
- d. national interests

Identify corporate responsibility in regards to licensing

Identify types of export licenses:

- a. general licenses such as:
 1. G-DEST
 2. GIT
 3. GLV
 4. GTDA
- b. individual validated licenses for:
 1. short supply
 2. strategic military commodity
 3. unpublished technical information
- c. special licenses such as:
 1. project license
 2. distribution license
 3. supply service
 4. qualified general license

(A) Competency: Understand commercial licensing

Tasks: Examine other licensing agreements

Obtain legal counsel

Explain how to negotiate commercial licensing agreements:

- a. clearly define what is being licensed
- b. specify exactly what territories are covered by the license
- c. ensure high quality production
- d. make sure licensed asset remains secret and under your control
- e. insist on minimum performance clause in contract

(A) Competency: Obtain an export license

Tasks: Identify licenses needed for your product

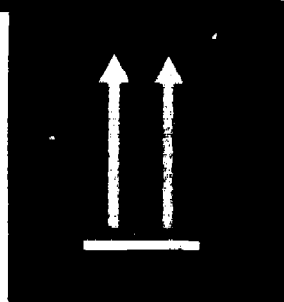
Use federal trade assistance services including:

- a. Bureau of Export Administration
- b. International Trade Administration

Follow the procedures for obtaining an export license:

- a. identify product Export Commodity Control Number (ECCN) and destination
- b. identify required documentation for ECCN and destination
- c. obtain export clearance documentation including:
 1. Statement by Ultimate Consignee and Purchaser
 2. International Import Certificate
 3. application for US export license

- d. submit documentation to Bureau of Export Licensing, Office of Export Licensing, Office of Export Administration (OEA)
 - e. receive acknowledgement card, application acknowledgement copy, approved export license
- Place Destination Control Statement on commercial documents
 Submit Shipper's Export Declaration to carrier
 Make shipment and complete record of shipments on reverse side of export license
 Return license to Office of Export Administration once business is concluded or license expires
 Submit changes to license for new transactions to OEA



(A) Competency: Prepare pro forma Invoices

Tasks:

- Explain reasons for pro forma invoices including:
- a. arranging for financing
 - b. arranging for licensing
 - c. meeting pre-shipping requirements
 - d. determining selling price
- Explain use of pro forma invoice in documentation package used in negotiation
- Identify components of pro forma invoices including:
- a. buyer
 - b. consignee/shipper
 - c. mode of transportation
 - d. port of export
 - e. port of import
 - f. method of payment
 - g. description of goods, quantity, weight and dimensions
 - h. breakdown of costs
 - i. validity period for prices
 - j. estimated date of shipment
 - k. insurance requirements
 - l. special documents or handling information
 - m. packing specifications

(A) Competency: Understand documentation for letters of credit

Tasks:

- Explain types of letters of credit used in international transactions
- Identify the requirements of:
- a. Uniform Customs and Practice for Documentary Credits (UCP publication 400)
- Explain process for letter of credit transaction:
- a. buyer applies to bank for letter of credit after terms of sale agreed upon
 - b. buyer's bank prepares letter and sends to advising bank of exporter
 - c. advising bank confirms with exporter and sends letter of confirmation and credit
 - d. exporter delivers merchandise to importer
 - e. exporter presents documents for payment to negotiating bank
 - f. negotiating bank negotiates documents and transmits findings and documents to advising/issuing bank
 - g. issuing/reimbursing bank pays exporter
 - h. issuing bank charges importers account and releases documents

Analyze letter of credit for accuracy and completeness:

- a. ensure that terms and conditions agree with terms and conditions of pro forma invoice including:
 1. special handling
 2. marking
 3. limitations
 4. price computation
- b. ensure that credit terms can be met
- c. identify possible inconsistencies regarding all documentation
- d. identify special handling requirements

Identify documents needed for payment of letter of credit including:

- a. certificate of origin
- b. consular invoices
- c. inspection certificate
- d. transportation documents
- e. other required documents
- f. packing list

Explain importance of providing accurate information for letters of credit

Describe reimbursement process including:

- a. how payment dates are determined
- b. means by which monies are transferred
- c. role of correspondent banks involved

Compute direct and indirect cost of letters of credit

(A) Competency:

Prepare export packing list

Tasks:

Explain the relationship of the export packing list to the sales order

Identify types of export packing including:

- a. containerization
- b. consolidated containers

Follow international packing procedures:

- a. pack in strong containers
- b. seal and fill containers
- c. evenly distribute weight
- d. pack goods on pallets if possible
- e. use packages and packing filler made of moisture resistant material
- f. avoid mention of contents or brand name to avoid pilferage
- g. strap, seal, and shrink wrap

Identify export labeling requirements:

- a. marks of origin
- b. detailed labels for food and chemical products
- c. cautionary marks and symbols
- d. date marks for perishables
- e. gross weight, net weight in metric
- f. letter of credit number
- g. shipping marks

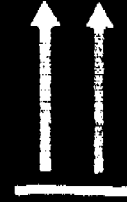
Prepare packing lists identifying:

- a. number of packages in shipment
- b. how packages are numbered
- c. gross and net weight of each package
- d. package dimensions
- e. quantity of goods contained in each package

Identify packing requirements for foreign country imports

Review packing and weight list to determine if:

- a. packing type is same as specified in commercial invoice
- b. quantity and units tally with commercial invoices
- c. exact breakdown of merchandise by package is shown



(A) Competency: Prepare a commercial invoice

Tasks:

Explain significance of commercial invoice to letter of credit

Identify common errors on commercial invoices including:

- a. inconsistent "ship-to" address from bill of lading
- b. incomplete information
- c. unacceptable terms and statements

Explain the use of the export packing list (sales order) in preparing commercial invoice

Identify components of a commercial invoice including:

- a. name and address of buyer
- b. quantity of each item
- c. description of goods (container and seal numbers)
- d. unit and extended price
- e. deductions
- f. total and net amount invoiced
- g. shipping marks for shipment identification, destination, buyer
- h. mark the parcel once or twice if large shipment
- i. mark each package in shipment
- j. identify weights and special notations concerning weights
- k. name of carrying vessel
- l. consignee
- m. order number or sales contract identification
- n. seller's invoice or order number
- o. sales price terms

Make sure product description, dates, and terms of sale match letter of credit

Attach consular statements to invoice

Review commercial invoice to determine if:

- a. invoice conforms with letter of credit
- b. invoice is made out in name of applicant
- c. commercial invoice is signed
- d. commercial invoice is countersigned by other party required by credit
- e. shipping marks agree with bill of lading
- f. shipping charges agree with bill of lading
- g. partial shipments are prohibited

(A) Competency: Prepare a Shipper's Export Declaration

Tasks:

Identify exceptions for Shipper's Export Declarations including:

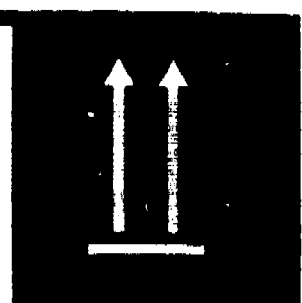
- a. shipments by mail at less than \$500, other modes \$1500
- b. noncommercial shipments by mail
- c. shipments of technical data by mail
- d. shipments made under General License GIFT

Explain requirements for Shipper's Export Declaration including:

- a. required for all shipments
- b. merchandise destined for one foreign country from another which transits the US
- c. foreign merchandise exported from General Order Warehouses
- d. imported merchandise rejected by government inspection and is being exported

Complete Shipper's Export Declaration using export license number reporting:

- a. exporter and exporter's identification number
- b. related party transaction
- c. agent of exporter
- d. intermediate and ultimate consignee



- e. exporting carrier
- f. U.S. port of export
- g. method of transportation
- h. loading pier/terminal
- i. point of origin or foreign trade zone
- j. country of ultimate destination
- k. marks and numbers
- l. commodity description and number
- m. gross and net shipping weights
- n. domestic or foreign marking including country of origin
- o. value (FOB value of shipment at port of export)
- p. ECCN
- q. destination control statement
- r. designation of agent
- s. signatures



Identify number of copies of declaration required

Use English language

Identify requirements for separate Shipper's Export Declarations

(A) Competency: Prepare a Certificate of Origin

Tasks:

Identify countries which require Certificate of Origin

Use completed Shipper's Export Declaration in preparing Certificate of Origin

Identify components of Certificate of Origin including:

- a. owner or agent
- b. name and address of shipper
- c. name of ship
- d. ship date consigned to
- e. bill of lading number
- f. markings and numbers
- g. number of boxes
- h. gross/net weight
- i. description
- j. date prepared
- k. state
- l. local chamber of commerce
- m. signature of Secretary of Chamber of Commerce

(A) Competency: Prepare bill of lading

Tasks:

Explain terms and principles associated with domestic and international bills of lading including:

- | | |
|--|--------------------------------|
| a. shipper's letter of instructions | i. original bill of lading |
| b. ocean bill of lading | j. clean bill of lading |
| c. air waybill | k. full set of bills of lading |
| d. inland bill of lading | l. transshipment |
| e. onboard bill of lading | m. contract of carriage |
| f. through bill of lading | n. negotiable |
| g. straight bills | o. shipper's order |
| h. National Council on International Trade Documentation | |

Identify functions of air waybills including:

- a. serves as official receipt to shipper for material specified on air waybill
- b. transportation of property in accordance with governing tariff
- c. provides shipper with bona fide document acceptable to banks
- d. provides consolidator with all necessary internal records
- e. provides official completion of contract of carriage when signed

Explain the use of the Shipper's Export Declaration in preparing the bill of lading

Describe procedures for completing bills of lading including:

- a. using shipper's instructions
- b. attaching shipper's letter of instruction to origin station copy of air waybill
- c. completing name and address of shipper
- d. completing name and address of consignee
- e. describing materials being shipped (container and seal numbers)
- f. identifying number of pieces and marks
- g. identifying payment terms-prepaid or collect
- h. identifying value of shipment for carriage
- i. identifying export routing
- j. identifying forwarding agent
- k. identifying port of loading and discharge
- l. identifying point and country of origin and destination
- m. noting charges, date and place of issue, signatures, changes

Explain the importance of standardization of language across documentation

Make sure "consigned to the order of" is properly completed and charged to the appropriate party

Review bill of lading to ensure:

- a. bill of lading is in negotiable form
- b. negotiable copies are presented to bank and properly endorsed
- c. bill of lading is clean
- d. bill of lading indicates merchandise was loaded on board and within terms specified in credit
- e. bill of lading completed as prescribed by letter of credit
- f. if freight was prepaid, it was indicated on bill of lading with proper stamp
- g. marks and numbers, quantities, descriptions match commercial invoice and credit documents
- h. bill of lading shows transshipments or prohibition of transshipments
- i. all corrections are initialized or signed by carrier or agent

(A) Competency: Prepare customs entry forms

Tasks:

Explain use of customs house brokers

Identify required customs forms such as:

- a. invoices
- b. packing lists
- c. bills of lading
- d. inspection certificates
 1. agriculture approvals
 2. hazardous equipment approvals

Explain bonding procedures and requirements

Identify components for completing required entry forms

Review customs entry forms for completeness and accuracy

(A) Competency: Prepare consular invoices

Tasks:

Explain country requirements for consular invoices

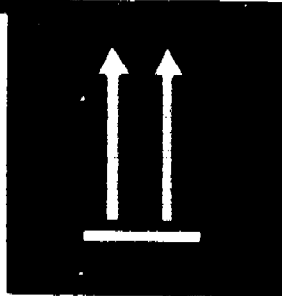
Identify language requirements for completing consular invoices

Analyze consular/customs invoice to determine if:

- a. invoice tallies with commercial invoice and bill of lading
- b. description of merchandise is in a foreign language and required
- c. official form is completed in all places indicated



- d. there are no alternatives except by letter of correction issued by the Consulate
- e. legalized commercial invoices are required and copies are legalized



(A) Competency: Finalize Insurance documentation

- Tasks:** Review insurance documents to determine if:
- a. insurance policy or certificate is required by letter of credit
 - b. insured amount is sufficient
 - c. insurance coverage is complete and in conformity with credit
 - d. certificate is countersigned
 - e. certificate or policy is endorsed
 - f. shipping marks are identical to commercial invoice and bill of lading
 - g. corrections are signed and initialized and riders for binders attached

(A) Competency: Understand documentation for banker's acceptance drafts

- Tasks:** Explain terms and principles associated with drafts including:
- a. drawer
 - b. payee
 - c. drawee
 - d. tenor
 - e. sight
- Describe the process for payment of drafts
- Identify components of drafts including:
- a. draft number
 - b. date
 - c. city where draft is drawn
 - d. value of draft in figures and words
 - e. type of transaction financed
 - f. merchandise financed
 - g. points of origin and destination for goods
 - h. acceptance stamp
 - i. date draft accepted
 - j. signatures

(A) Competency: Report a claim for damaged goods

- Tasks:** Identify terms and principles associated with filing a claim including:
- a. physical
 - b. fortuitous
 - c. external
 - d. general average agreement
- Explain importance of seal and container number
- Locate:
- a. seal
 - b. insurance documents
- Contact carrier
- Take pictures of damage in container
- Call surveyor if not covered by insurance to inspect damages/determine cause of damage

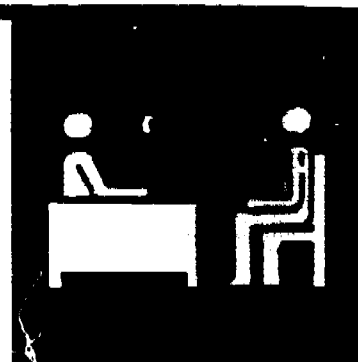
Submit documents to insurance company or carrier including:

- a. bill of lading
- b. original or certified copies of commercial invoice
- c. packing list
- d. original survey report
- e. copy of master's protest
- f. short landed certificate of steamship company
- g. copies of trucker's receipts
- h. copies of receipted bills
- i. valued inventory of articles in shipment
- j. mailing receipts
- k. consumption entry report on insured
- l. copy of certificate of insurance

File claim as soon as possible



Employability Skills



Competency: Make career choices

- Tasks:**
- Conduct a self-assessment:
 - a. assess values in relation to work
 - b. recognize skills and aptitudes
 - c. assess employment history and experience
 - d. describe obstacles to employment
 - e. use Alaska Career Information System and other career counseling systems and publications (ie. ASVAB)
 - Identify career clusters:
 - a. list specific jobs and duties within clusters
 - b. describe apprenticeship/training programs
 - c. describe advanced training opportunities
 - Use labor market information:
 - a. describe the current local labor market
 - b. identify growth/demand occupations
 - c. relate career choices to local labor market
 - Select a career goal:
 - a. list how skills could be used in other jobs
 - b. develop specific steps to reach goal

Competency: Evaluate jobs in international business

- Tasks:**
- Identify educational and occupational opportunities such as:
 - a. adult, post secondary vocational training
 - b. federal, state and local funding
 - Locate resources for finding employment
 - Confer with prospective employers
 - Explain jobs in international business including:
 - a. export manager
 - b. documentation clerk
 - c. messenger
 - d. client service representative
 - e. operations /maintenance tech.
 - f. sales
 - g. warehouse worker
 - h. translator
 - i. foreign exchange clerk
 - j. commercial fisher/crew
 - k. office clerk
 - l. escort
 - m. administrative assistant
 - n. telemarketing person
 - o. export representative
 - p. public relations specialist
 - q. letters of credit processor
 - r. collection processor
 - s. trade finance officer
 - t. general investigator
 - u. manufacturing specialist
 - aa. sales clerk/cashier
 - bb. customer relations
 - cc. lending officer
 - dd. manager
 - ee. airport ramp service
 - ff. consultant
 - gg. data processing
 - hh. development specialist
 - ii. distributor
 - jj. economist
 - kk. educator
 - ll. facilities developer
 - mm. accountant
 - nn. foreign representative
 - oo. tourism promoter
 - pp. forestry technicians
 - qq. broker
 - rr. transportation specialist
 - ss. logistics planner
 - tt. travel agent
 - uu. interpreter

w. air cargo-traffic position
x. computer programmer
y. bank officer
z. letters of credit officer
aa. commercial pilot

ww. seafood processor
xx. protocol officer
yy. receptionist
zz. bookkeeper
aaa.international attorney



Competency: Prepare a resume and job application

Tasks: Obtain a social security number
List:

- a. job objective
- b. education
- c. past and present work experience
- d. foreign languages
- e. travel experience
- f. hobbies and interests
- g. community activities or memberships
- h. in-school activities or memberships
- i. awards, positions, or club offices
- j. adult references, including addresses and phone numbers

Obtain extra copies

Read job applications carefully

Follow instructions

Complete all items accurately

Write legibly

Verify references before listing them

Competency: Write a cover letter

Tasks: Explain when and how to write a cover letter
Explain what a writing sample tells a potential employer
List the things the cover letter must include

Competency: Interview for a job

Tasks: Contact an employer to schedule an interview
Prepare responses for questions asked in an interview
Use proper etiquette
Dress appropriately

Competency: Follow up the interview

Tasks: Analyze the interview
Determine whether a follow-up letter or call is required
Write a thank-you note or make a follow-up call

Competency: Dress appropriately on the job

Tasks: Identify proper attire
Be neat and clean

Competency: Manage personal responsibilities related to employment

Tasks:
Secure adequate transportation
Identify adequate child care alternatives
Secure appropriate child care
Use independent living skills
Develop a personal finance plan



Competency: Maintain a business-like image

Tasks:
Demonstrate knowledge of company products and services
Exhibit positive behavior
Read current job-related publications
Promote employer's company image and purpose
Maintain relationships with trade, civic, and professional organizations

Competency: Maintain good health for effective job performance

Tasks:
Exercise regularly
Eat properly
Get adequate rest
Explain the issue of smoking on the job
Refrain from drug abuse
Identify hazards of job-related infectious diseases and how to avoid them

Competency: Work safely

Tasks:
Comply with safety and health rules
Use tools and equipment properly
Use emergency and fire safety equipment properly
Use appropriate action during emergencies
Maintain clean and orderly work area
Apply first aid
Apply CPR
Recognize your role and the benefit of maintaining a safe and healthy environment

Competency: Understand employee rights and responsibilities

Tasks:
Explain state labor laws relating to compensation
Complete tax forms
Describe:
a. minimum wage and types of exempt businesses
b. employee benefits, rights and responsibilities
c. labor contracts, grievance procedures and the role of unions
Review a sample personnel policy

Competency: Attain work maturity

Tasks:
Describe the importance of openness to new situations
Demonstrate characteristics of the mature person:
a. self-acceptance
b. consideration and respect for others
c. self-control
d. positive thinking and attitudes
e. flexibility
f. initiative

Maintain good work relationships
Develop a multi-cultural awareness and orientation
Differentiate between personal and job-related problems
Follow orderly and systematic work behavior
Be punctual



Competency: **Make effective decisions**

Tasks: Explain the importance of having a method for analyzing and solving problems
 Use the problem-solving process:
 a. identify problems
 b. obtain information
 c. analyze problems
 d. develop and analyze alternative solutions
 e. choose a course of action
 f. persevere through hardships
 g. recognize and change otherwise unworkable solutions
List objectives for completion of a task
Arrange objectives in a sequence
Establish timeline for completing objectives

Competency: **Demonstrate initiative and productivity**

Tasks: Organize time effectively
 Be responsible
 Care about the quality of work
 Complete assignments in accurate and timely manner
 Exhibit ability to handle pressures and tensions
 Set priorities

Competency: **Be assertive**

Tasks: Differentiate between assertive, aggressive, and passive behavior
 Explain whom to go to for employee problems

Competency: **Be honest**

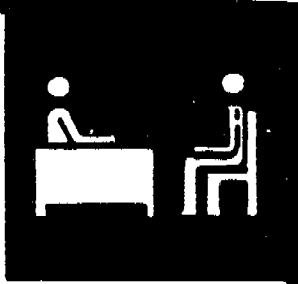
Tasks: Define honesty and integrity
 Explain how to deal with theft and dishonesty
 Relate employee integrity to overall company performance

Competency: **Be reliable and dependable**

Tasks: Maintain acceptable attendance records
 Be on time
 Give timely notice of interruptions to work schedule
 Follow rules and regulations of work site or training site
 Follow directions

Competency: Maintain good personal relations

Tasks: Use positive attitudes with others
Accept supervision and criticism
Cooperate with others
Accept the chain of command
Follow course of action to bring problems to attention of management
Identify common on-the-job co-worker problems
Control emotions
Assume responsibility for own decisions and actions
Exhibit pride and loyalty



Competency: Follow verbal and written directions

Tasks: Ask for clarification
Use listening skills
Review situations of poor communications
Read directions

Competency: Identify proper job resignation procedures

Tasks: Write a letter of resignation
Make final settlements (in regards to retirement, physical injury, social security, severance pay, etc.)

Competency: Use leadership skills

Tasks: Describe student leadership organizations and how they teach leadership skills:
a. participate in meetings using parliamentary procedure
b. function in committees by accepting assigned responsibilities
c. plan and conduct group leadership activities
d. participate in society in a democratic way
e. be punctual and dependable
f. follow rules, standards, and policies
g. work cooperatively with others
Explain importance of self-esteem
Practice eye contact
Use a firm handshake when appropriate
Use presentation skills
Use communications skills
Participate in leadership activities

V

Curriculum Analysis Matrices

Curriculum Analysis Matrices

Identified Competencies by Course Offerings

This competency checklist should be used by teachers in identifying competencies to be included in specific classes in international trade education. This checklist is a curriculum analysis tool for use by teachers in assigning responsibilities for the competencies of a total international trade program.

All courses taught in the international trade program are identified in the columns at the top of the matrix. The individual competencies can be allocated to specific courses. One method for analyzing the competency list is to assign letters where the competency will be introduced (I), taught (T), or mastered (M). Curriculum sequences can be organized through this approach.

To assist international trade teachers to reinforce basic skills instruction, competencies have been cross-referenced with the following academic areas:

Math (M)	Science (S)	Health (H)
Social Studies (SS)	Language Arts (LA)	

This will assist local school districts in awarding cross-credit (academic credit) for participation in vocational classes they deem appropriate.

The following checklists are also cross-referenced with the Job Training Partnership Act pre-employment competencies and student leadership competencies. The Job Training Partnership Act provides funds to train economically disadvantaged youth to enter and succeed in employment. Each Private Industry Council responsible for administering these funds adopted youth pre-employment competencies as one of the measures for positive termination for program participants. The other measures are attained through unsubsidized employment, or through another training program.

The following categories of work-related knowledge must be evaluated and measured in the course of a participant's enrollment in a JTPA program:

1. Pre-Employment Competencies, which require the participant to demonstrate the skills and knowledge necessary to identify career objectives, seek and obtain employment and understand job performance.
2. Work Maturity Competencies, which require the participant to demonstrate the ability to apply skills in a training position.
3. Educational Skills Competencies, which require the participant to demonstrate basic computation and communication skills necessary to enter the labor market.
4. Occupational Skills Competencies, which require the participant demonstrate proficiency in those skills necessary to maintain employment in a specific occupation or occupational cluster.

The pre-employment and work maturity competencies have been specifically cross-referenced in this curriculum so that international trade instructors could specify where these competencies are integrated into the curriculum.

Student leadership programs are designed to be an integral part of the curriculum. The competencies are reinforced by student participation in approved student organizations such as Distributive Education Clubs of America (DECA). The student leadership competencies have been cross-referenced in this handbook to assist the international trade educator in identifying specifically where these competencies will be taught.

Distributive Education Clubs of America

Distributive Education Clubs of America (DECA) is an organization whose program of leadership, personal development, and career encouragement is designed specifically for students enrolled in marketing, merchandising, and management studies.

DECA activities focus on four themes, symbolized by the four points of the group's diamond-shaped emblem:

Vocational Understanding

DECA members are well prepared to take their places in the business world. They acquire first-hand knowledge of merchandising, management, and the opportunities available in their chosen careers.

Civic Consciousness

Students learn to recognize their obligations to the communities in which they live by studying local needs and planning community betterment.

Social Intelligence

Through social events, DECA members are given opportunities to develop the attitudes and behaviors necessary in our society. Additionally, they become aware of their social environment and the need for cooperative effort among all elements of society.



Leadership Development

DECA activities give students opportunities to participate in many activities designed to teach them to be a leader and also a follower.

The national organization, headquartered in Reston, Virginia, was established in 1946. Today it has about 5,000 chapters with some 17,000 members-including high school, college, and professional people.

KEY

H	Health
M	Math
S	Science
LA	Language Arts
SS	Social Studies
*	Pre-Employment Competencies
+	Student Leadership Competencies

Recommended Competencies by Course Offerings

Competencies

		International Trade	International Trade Document.	Entrepreneurship	Advanced International Trade		
	<u>State/Regional Profiles</u>						
SS	Identify economic base of your state/region						
SS	Identify human resources of your state/region						
SS	Identify impact of geography on international trade						
	<u>World Profile</u>						
SS	Understand major trade regions of the world						
LA SS	Understand how specific cultures impact business practices						
	<u>Import and Export Basics</u>						
SS	Understand differences and similarities between domestic and international business						
SS	Understand reasons for exporting and importing						
LA SS	Understand the exporting process						
SS	Understand the importing process						
M	Analyze international data						
LA SS	Use international business resources						
	(A) Understand overseas business travel						
	<u>International Economics</u>						
SS	Understand role of international trade						
SS	Understand economic terms of international trade						
SS	Understand economic systems						
	<u>International Marketing and Transportation</u>						
SS	Understand the marketing concept						
	Assess a product's market potential						

Recommended Competencies by Course Offerings		International Trade	International Trade Document	Entrepreneurship	Advanced International Trade		
SS	Assess a market's potential						
SS	Analyze international distribution systems						
SS	Understand cargo insurance						
LA	Use advertising, promotion, and public relations tools						
M	Understand international pricing						
LA	Understand customer service						
M LA SS	(A) Select an export distribution system						
M	(A) Apply pricing strategies						
LA	(A) Understand sales strategies						
	(A) Develop an import/export plan						
	<u>International Finance</u>						
M SS	Understand basic concepts of international finance						
M	Understand foreign currency/exchange						
M LA SS	Understand methods of international payment and finance						
	(A) Secure financing						
	<u>Laws and Regulations</u>						
SS	Understand laws regulating exports						
SS	Understand laws regulating imports						
SS	Understand customs regulations						
SS	(A) Understand intellectual property rights protection						
	<u>Communications</u>						
LA SS	Understand international communications						

Recommended Competencies by Course Offerings

Competencies

		International Trade	International Trade Document.	Entrepreneurship	Advanced International Trade		
LA SS	Use a foreign/world language						
LA	Analyze communication modes used in international trade						
LA	(A) Use the telephone						
LA	(A) Follow procedures for telex/cables/fax						
LA	(A) Prepare written communications						
LA	(A) Perform general office duties						
LA	(A) Plan business meetings						
	Entrepreneurship						
SS	Understand entrepreneurship potential						
	(A) Evaluate personal entrepreneurship opportunities						
	(A) Prepare a business plan						
	(A) Establish a business						
	Trade Documentation						
SS	Identify documents necessary for exporting						
SS	Identify documents necessary for importing						
M	Understand the metric system						
SS	(A) Understand the flow of documentation						
LA	(A) Prepare trade documentation						
	(A) Understand export licensing						
	(A) Understand commercial licensing						
	(A) Obtain an export license						
M LA	(A) Prepare pro forma invoices						

Recommended Competencies by Course Offerings

Competencies

		International Trade	International Trade Document.	Entrepreneurship	Advanced International Trade		
	(A) Understand documentation for letters of credit						
LA	(A) Prepare export packing list						
M LA	(A) Prepare a commercial invoice						
LA	(A) Prepare a Shipper's Export Declaration						
LA	(A) Prepare a Certificate of Origin						
M LA	(A) Prepare bill of lading						
LA	(A) Prepare customs entry forms						
LA	(A) Prepare consular invoices						
LA	(A) Finalize insurance documentation						
	(A) Understand documentation for banker's acceptance drafts						
LA	(A) Report a claim for damaged goods						
	Employability Skills						
LA* SS+	Make career choices						
LA* SS+	Evaluate jobs in international business						
LA* +	Prepare a resume and job application						
LA* +	Write a cover letter						
LA* +	Interview for a job						
LA*	Follow up the interview						
*+	Dress appropriately on the job						
*	Manage personal responsibilities related to employment						
LA	Maintain a business-like image						
H*	Maintain good health for effective job performance						

Recommended Competencies by Course Offerings

Competencies

		International Trade	International Trade Documen.	Entrepreneurship	Advanced International Trade		
LA SS	Work safely						
SS* +	Understand employee rights and responsibilities						
LA* +	Attain work maturity						
LA* +	Make effective decisions						
* +	Demonstrate initiative and productivity						
* +	Be assertive						
* +	Be honest						
* +	Be reliable and dependable						
* +	Maintain good personal relations						
LA* +	Follow verbal and written directions						
LA*	Identify proper job resignation procedures						
* +	Use leadership skills						

VI
Sample
Skills Card

Sample Skills Card

This section of the guide provides teachers with an example of an instrument for evaluating the effectiveness of instruction. The skills record allows teachers to assess competency at four levels of proficiency. Teachers are encouraged to construct their own skills performance record using the competency lists in the curriculum section of this guide.

Instructions for Use

The list of vocational skills/traits was developed from a task analysis of an international trade competency.

<u>Level</u>	<u>Code Key</u>
1	<u>Introductory Level</u> : Can do simple parts of task. Needs to be told/shown how to do most of the task. Needs extremely close supervision.
2	<u>Minimum Level</u> : Can do most parts of the task. Needs help only with most difficult parts. Needs close supervision.
3	<u>Average Level</u> : Can do all parts of task. Needs only spot-check of completed work. Meets local demands for speed and accuracy. Needs moderate job entry supervision.
4	<u>Proficiency Level</u> : Can complete task quickly and accurately. Can direct others in how to do the task. Needs little supervision.

Directions: The instructor/employer may write, date and initial in appropriate square.

Be reliable and dependable

	1	2	3	4

Maintain acceptable attendance records

Be on time

Give timely notice of interruptions to work schedule

Follow rules and regulations of work schedule

Follow directions

Comments:

VII
Suggested
Resources

Suggested Resources

This section identifies specific resources and sources for finding instructional materials and supplies for international trade education.

The following source lists have been characterized by media type to facilitate teacher use: resource libraries, publishers, state resources, associations, periodicals, special books/pamphlets, and media.

Getting Started identifies materials that will help a teacher establish an international trade collection. The list provides a starting point in collecting resources to teach the international trade core.

The Department of Education has not formally reviewed nor approved all the resources listed in this section. Teachers are encouraged to preview materials before using them in the classroom.

Getting Started

Foreign Policy Association
729 Seventh Avenue
New York, NY 10019
(212)764-4050

- Great Decisions Series: Foreign Policy Issues Facing the Nation
- catalog of publications

International Chamber of Commerce
Publishing Corporation, Inc. (ICC)
801 Second Avenue, Suite 1204
New York, NY 10017

- Guide to Incoterms
- Incoterms

Joint Council on Economic Education
432 Park Avenue South
New York, NY 10016
(212)685-5499

- Master Curriculum Guide in Economics: Teaching Strategies for International Trade by Donald R. Wentworth and Kenneth E. Leonard
- catalog of publications

Local, state, or university library

- Computerized data bases for trade research such as: DIALOG (references to books, patents, directories, journals, articles, technology, business, current affairs); International Business Intelligence Program (abstracts to research reports that analyze key changes affecting international business and industry over next 10 yrs)

Small Business Foundation of America
20 Park Plaza, Suite 438
Boston, MA 02116
(617)350-5096

- Exportise

Stanford Program on International and Cross-Cultural Education (SPICE)
Lou Henry Hoover Building, Room 200
Stanford University
Stanford, CA 94305-6012
(415)723-1116

- International Trade and Protectionism
- Introduction to International Trade (Intercom 108)
- Living in a Global Age
- catalog of publications

Superintendent of Documents
US Government Printing Office
Washington, DC 20402
(202)783-3238

TAB Books, Inc.
Blue Ridge Summit, PA 17294-0850
(717)794-2191

Unz and Company
190 Baldwin Avenue
Jersey City, NJ 07306
(800)631-3098
(201)795-5400

Resource Libraries

Alaska Vocational Materials Library
Office of Adult and Vocational Education
Alaska Department of Education
PO Box F
Juneau, Alaska 99811
(907)465-2980

Alaska Career Information System
Office of Adult and Vocational Education
Alaska State Department of Education
Box F
Juneau, AK 99811
(907)465-2980

Alaska Historical Library
PO Box G
Juneau, AK 99811
(907)465-2925

Alaska State Film Library
650 West International Airport Road
Anchorage, AK 99518
(907)561-1132

Alaska State Museum
395 Whittier Street
Juneau, AK 99801
(907)465-2901

- A Basic Guide to Exporting
- Importing Into the United States

- Exporting from Start to Finish by L. Fargo Wells and Karin B. Dulat

- The Source Book...The "How To" Guide for Exporters and Importers
- catalog of publications

- Business Education Curriculum
- Business Education Resources
- Choices & Challenges: A Young Man's and Teen Woman's Journal for Self-Awareness and Personal Planning
- Cooperative Education and On-The-Job Training Handbook
- Home-Based Business Resources
- Local Advisory Committee: Handbook for Vocational Administrators
- Marketing Education Curriculum
- Office Communication: Developing Language Skills
- Pre-Employment Competencies Resource Guide
- Tourism Curriculum
- Vocational Education Administration Handbook
- Working video

- Comprehensive career guidance system developed by Alaskans and for Alaskans seeking occupational and educational opportunities in and out of Alaska.

- Books and resources on Alaska's history

- Films for tourism, business, education, native culture, trade, etc.

- Learning Kits dealing with various cultures in Alaska

Center for Education and Training for Employment
The Ohio State University
1900 Kenny Road
Columbus, OH 43210
(614)486-3655

Northwestern Vocational Curriculum
Coordination Center
St. Martin's College
Lacey, WA 98503
(206)438-4456

Pacific Rim Business Information Service
Seattle Public Library
1000 4th Avenue
Seattle, WA 98104
(206)386-4645

US Department of Commerce
US and Foreign Commercial Service
International Trade Administration
Alaska District Office
222 West 7th Avenue
PO Box 32, Room 158
Anchorage, AK 99513
(907)271-5041

Publishers

Addison-Wesley Publishing Company
390 Bridge Parkway, Suite 200
Redwood City, CA 94065

Allyn and Bacon, Inc.
7 Wells Avenue
Newton, MA 02159

Ballantine Books
201 E. 50th Street
New York, NY 10022
(212)872-8120

The Benjamin Company, Inc.
1 Westchester Plaza
Elmsford, NY 10523
(914)592-8088

Business Publications, Inc.
Plano, TX 75075

- Vocational Education Curriculum Education Materials database of all 50 states. Can be accessed through the Alaska Vocational Materials Library.
- 10-State regional library of vocational materials. Can be accessed through the Alaska Vocational Materials Library.
- Information on foreign trade across the Pacific from a consortium of public libraries in Washington and Oregon. Books, magazines, directories, pamphlets, videos, databases, reports, government documents.
- Export Reference Library
- High School Lessons in the Pacific Rim
- International Economics by Krugman and Obstfeld
- Multinational Business Finance by Eiteman and Stonehill
- National Security Series
- Teaching Economics, Contents and Strategies
- International Management by Anant R. Negandhi
- The Entrepreneur's Guide
- The Japanese Mind: The Goliath Explained by Robert Christopher
- Do's and Taboos Around the World
- International Business, Introduction and Essentials by Donald Ball and Wendell McCullough, Jr. (third edition)

Cornell Maritime Press
PO Box 456
Centreville, MD 21617
(301)758-1075

Crain Books
4255 West Touhy Avenue
Lincolnwood, IL 60645
(312)679-5500

Croner Publications
211 Jamaica Avenue
Queens Village, NY 11428

DC Heath and Company
125 Spring Street
Lexington, MA 02173
(617)862-6650

Dryden Press
Hinsdale, IL 60521

Enslow Publishers, Inc.
Bloy Street and Ramsey Avenue
Box 777
Hillside, NJ 07205

Export USA Publications
PO Box 35422
Minneapolis, MN 55435
(612)893-0624

Gale Research Company
Book Tower
Detroit, MI 48226

Guides to Multinational Business, Inc.
PO Box 92
Harvard Square
Cambridge, MA 02138
(617)868-2288

Gulf Publishing Company
PO Box 2608
Houton, TX 77252
(713)529-4301

Hirshman Publishing, Inc.
PO Box 4399
Seattle, WA 98104
(206)271-6073

Intercultural Press, Inc.
PO Box 768
Yarmouth, ME 04096
(207)846-5168

- The Business of Shipping by Kendall
- Export/Import Traffic Management and Forwarding by Murr
- International Marketing Communications by Robert Roth
- Reference Book for World Traders
- Entry Strategies for International Markets by Franklin R. Root
- International Marketing by Vern Terpstra
- The Pacific Rim Region Emerging Giant by Douglas A. Phillips and Steven C. Levi
- Export Sales and Marketing Manual
- International Business Travel and Relocation Directory
- International Marketing Handbook
- Multinational Executive Travel Companion
- Managing Cultural Differences by Harris and Moran
- Washington State International Trade Directory
- Developing Intercultural Awareness: A Learning Module
- International Negotiation: A Cross-Cultural Perspective by Glen Fisher

International Chamber of Commerce
Publishing Corporation, Inc. (ICC)
801 Second Avenue, Suite 1204
New York, NY 10017

International Self-Council Press
1303 N. Northgate Way
Seattle, WA 98133
(206)522-8383

Inwin Press
1818 Ridge Road
Homewood, IL 60430
(312)798-6000

Kent Publishing Company
20 Park Plaza
Boston, MA 02116
(617)542-3377

Lexington Books
125 Spring Street
Lexington, MA 02173

McDougal, Littell and Company
PO Box 1667
Evanston, IL 60204

McGraw-Hill Book Company
8171 Redwood Highway
Novato, CA 94947

Macmillan Publishing Company, Inc.
866 Third Avenue
New York, NY 10022

Merrill Publishing Co.
1300 Alum Creek Drive
Columbus, OH 43216

- **Managing Intercultural Negotiation: Guide for Trainers and Negotiators**
- **The Management of Intercultural Relations in International Business: A Directory of Resources**
- **Guide to Documentary Credit Operations**
- **Guide to Incoterms**
- **Incoterms**
- **International Services**
- **Exporting**
- **Importing: A Practical Manual for Coping with Canadian Customs by Ernest Maitland**
- **International Banking Handbook**
- **International Business and Multinational Enterprises by Stefan Robock and Kenneth Simmonds**
- **International Marketing by Phillip R. Cateora**
- **International Marketing: An International Perspective**
- **Environment of International Business by Kolde**
- **International Dimensions of the Legal Environment of Business by Michael Litka**
- **International Marketing Management by Subhash C. Jain**
- **International Business Reference Sources by Cynthia Ryan**
- **Marketing Ethics: Guidelines for Managers by Gene Raczniak**
- **Economics**
- **International Marketing: Making Exports Pay Off by Erik Wiklund**
- **International Marketing Strategies: How to Build International Market Share by Eric Wiklund**
- **The International Economy**
- **Cases in Small Business Management**
- **Small Business Fundamentals**

National Textbook Company
4255 West Touhy Avenue
Lincolnwood, IL 60645
(312)679-5500

Oceana Publications, Inc.
75 Main Street
Dobbs Ferry, NY 10522
(914)693-1733

Orbis Books
Department TWR
Maryknoll, NY 10545
(914)941-7687

Pergamon Press
Fairview Park
Elmsford, NY 10523

Pitman Publishing
Route 1, Box 255
Aulander, NC 27805
(919)332-2511

Praeger Publishers, Inc.
Division of Greenwood Press, Inc.
1 Madison Avenue, 11th Floor
New York, NY 10010-3603

Prentice-Hall, Inc.
Englewood Cliffs NJ 07632
(201)592-2000

Prima Publishing and Communications
PO Box 1260
Rocklin, CA 95677-1260
(916)624-5718

Random House Publishers
201 E 50th Street
New York, NY 10022

- **How to Do Business with the Japanese: A Complete Guide to Japanese Customs and Business Practices**
- **How to Cope with United States Customs by Arthur Demcy**
- **Asia and Pacific: A Directory of Resources**
- **Third World Resource Directories**
- **International Marketing by Hans Thorelli & Helmut Becker**
- **Finance of International Trade by Whiting**
- **Business and Society in Japan, Fundamentals for Businessmen**
- **Export Development Strategies: US Promotion Policy by Michael R. Czinkota and George Tasar**
- **Export Marketing Handbook by Walter H. Nagel, Jr. and Gaston Z. Ndyajurwoha**
- **Export Promotion: The Public and Private Sector by Michael R. Czinkota**
- **Japan's Market: The Distribution System by Michael R. Czinkota**
- **Economics Explained by Robert Heilbroner and Lester Thurow**
- **Finding, Entering, and Succeeding in a Foreign Market by Seamus G. Connolly**
- **Global Marketing Management by Keegan**
- **How to Start, Finance, and Manage Your Own Small Business**
- **Marketing in the International Environment by Cundiff and Hilger**
- **Importing into the United States**
- **Going International: How to Make Friends and Deal Effectively in the Global Marketplace by Copeland and Griggs**

Seoul International Publishing House
33-16 Nonhyun-dong
Kangnam-ku
Seoul, Korea

South Western Publishing Company
5101 Madison Road
Cincinnati, OH 45227

Warren, Gorham, and Lamont, Inc.
210 South Street
Boston, MA 02111

West Publishing Company
50 W. Kellogg Blvd.
St. Paul, MN 55164-0526
(612)228-2973

John Wiley and Sons, Inc.
605 Third Avenue
New York, NY 10158-0012

- Looking at Each Other: Korean Western Cultures in Contrast
- Entrepreneurship in Action
- Entrepreneurship: Starting Your Own Business
- International Marketing by Raul Kahler
- The Cultural Environment of International Business by Vern Terpstra
- International Accounting and Multi-National Enterprises by Jeffrey S. Arpan and Lee H. Radebaugh
- International Business Transactions by Donald T. Wilson
- International Business Transactions in a Nutshell by Folsom, Gordon, and Spanogle
- The Arthur Young International Business Guide by Charles Valentine
- Building an Import/Export Business by Kenneth D. Weiss
- The Do's and Taboos of International Trade: A Small Business Primer by Roger E. Axtell
- Export-Import Financing by Venedikian and Warfield
- Foreign Exchange Handbook: A Users Guide by Walmsley
- The Fundamentals of Trade Finance by Kingman-Brundage and Schulz
- Handbook of International Business by Ingo Walter
- Japan: Business Obstacles and Opportunities
- Profitable Exporting: A Complete Guide to Marketing Your Products Abroad by John S. Gordon and Jack S. Arnold

State Resources

Alabama International Trade Center
PO Box 870396
Tuscaloosa, AL 35487

Alaska Center for International Business
University of Alaska Anchorage
4201 Tudor Centre Drive, Suite 120
Anchorage, AK 99508
(907)561-2322

- resource listing
- Alaska Trade Directory
- Doing Business Overseas
- Technical Assistance

Alaska Council on Economic Education
Fairbanks Center for Economic Education
School of Management
University of Alaska
Fairbanks, AK 99775-1070
(907)474-6520

- catalog of publications

Alaska Department of Commerce and Economic
Development
PO Box D
Juneau, AK 99811
(907)465-2017

- Asia-Alaska: Trade, Investment, Prosper
- Business Planning Guide
- Doing Business in Alaska
- Establishing a Business in Alaska
- Overview of Importance of Trade to Alaska and Import Needs of Pacific Rim Countries

Alaska Department of Education
Office of Basic Education and Instructional
Improvement
PO Box F
Juneau, AK 99811
(907)465-2841

- Directory of Sister Schools Network
- Hosting International Visitors in the Classroom: A Checklist
- Resource kits on the changing roles of men and women in Alaska and Asia for grades 4-6 and 10-12
- guidelines and curriculum frameworks for languages other than English

Alaska Department of Fish and Game
PO Box 3-2000
Juneau, AK 99802
(907)465-4112

- publications and reports on Alaska's fisheries resources

Alaska Department of Natural Resources
PO Box 107005
Anchorage, AK 99510-7005
(907)762-2451

- publications and reports on Alaska's resources

Alaska Division of Tourism
Alaska Department of Commerce and Economic
Development
PO Box E
Juneau, AK 99811
(907)465-2012

- international tourism statistics, marketing research, publications

Alaska Office of the Governor
Office of International Trade
3601 C Street, Suite 798
Anchorage, AK 99503
(907)561-5585

- Alaska: Focusing on International Trade and Investment
- Alaska-Japan Trade Analysis
- Alaska-Korea Trade Analysis
- Asian/American Business Protocol
- EXPO briefing materials
- export counseling, trade information, and publications

Alaska Pacific University Press
4101 University Drive
Anchorage, AK 99508
(907)564-8304

- Alaska and Japan: Perspectives of Past and Present

Alaska Seafood Marketing Institute
PO Box DX
Juneau, AK 99811
(907)586-2902

- **Directory of Seafood Suppliers**
- information on international consumer preferences, marketing research, use of Alaskan fisheries resources, publications

British Columbia
Ministry of Education
Coordinator of Modern Languages and Multicultural Programs
2840 Nanaimo Street
c/o Parliament Building
Victoria, BC V8V2M4

- publications

British Columbia Schools Telelink Consortium
Telelearning Projects
Faculty of Education
Simon Fraser University
Burnaby, BC V5A1S6

- **Pacific Rim Telecommunications Network**

California State Department of Education
PO Box 271
Sacramento, CA 95802

- **History-Social Science Framework for California Public Schools Kindergarten through Grade 12**

Center for Asian and Pacific Studies
Moore 315
University of Hawaii at Manoa
Honolulu, HI 96822
(808)948-8891

- catalog of resources

Center for Economic Education
National Repository/Specialized Center for Material on Global Economics
College of St. Thomas
St. Paul, MN 55105
(612)647-5655

- catalog of publications

Center for Economic Education
School of Business Administration and Economics
Seattle Pacific University
Seattle, WA 98119
(206)281-2972

- **Trees and TV's in the International Marketplace: A Basic Unit on International Trade**

Center for World Education
College of Education and Social Services
University of Vermont
229 Waterman Building
Burlington, VT 05405

- Resources for global education catalog

Center on Education and Training for Employment
The Ohio State University
1900 Kenny Road
Columbus, OH 43210-1090
(614)486-3655

- **Beyond a Dream: An Instructor's Guide for Small Business Exploration**
- **PACE Curriculum Materials**

Curriculum Publications Clearinghouse
76B Horrabin Hall
Western Illinois University
Macomb, IL 61455
(309)298-1917

Florida Department of Education
Education Center
415 N. Monroe Street
Tallahassee, FL 32306

Instructional Materials Laboratory
10 Industrial Education Bldg.
University of Missouri-Columbia
Columbia, MO 65211
(314)882-2883

International Extension Training Program
Cooperative Extension Service
48 Agriculture Hall
Michigan State University
East Lansing, MI 48824-1039

International Trade and Commerce Institute
Portland State University
1912 SW Sixth Avenue
Portland, OR 97201
(503)229-3426

International Trade Institute
North Seattle Community College
9600 College Way North
Seattle, WA 98103-3599
(206)527-3732

International Trade Technical Center
Waukesha County Technical College
800 Main Street
Milwaukee, WI 53072
(414)691-5550

Kansas State University
SBDC
204 Calvin Hall
Manhattan, KS 66506

Marketing Education Resource Center
IDECC, Inc.
The Ohio State University
1375 King Avenue
PO Box 12226
Columbus, OH 43212-0226
(614)486-6708

Maryland Instructional Television
11767 Bonita Avenue
Owings Mills, MD 21117

- Entrepreneurship Education
- Microcomputer applications in Vocational Education: Business, Marketing, and Management
- VTECS Performance Objectives/Curriculum
- Curriculum Framework: Import/Export Career Marketing and Entrepreneurship
- Business Management and Ownership
- Operating Your Own Business
- International Connections: A Resource for Extension and Community Education Programs
- Provides education, information and research in support of international trade and commerce in Pacific NW.
- Certificate program in International Trade
- Export Assistance
- Resource Library
- Sponsors workshops, seminars, conferences
- Blunders and Goofs: Avoiding Company Embarrassment
- videos and self-paced learning materials developed from workshops
- Starting a Home-Based Business
- Learning Activity Packages in Economic Fundamentals, Marketing and Business Fundamentals, Mathematics, Human Relations, Selling, Management, Career Development, Travel and Tourism.
- Open for Business

Mershon Center
Ohio State University
199 W. 10th Avenue
Columbus, OH 43201
(614)292-1681

Mt. Edgecumbe High School
1297 Seward Avenue
Sitka, AK 99835
(907)966-2201

Northern California District Export Council
US Department of Commerce
450 Golden Gate Avenue
Box 36013
San Francisco, CA 94102

Oregon Career Development Center
Marion Education Service District
651 High Street NE, Suite 4
Salem, OR 97301

Oregon Economic Development Department
International Trade Division
1500 SW First Avenue, Suite 620
Portland, OR 97201
(503)229-5625

Oregon Economic Development/Ports Division
1500 SW First Avenue, Suite 620
Portland, OR 97201
(503)229-5625

Oregon International Council
999 Locust Street NE
Salem, OR 97303
(503)378-4980

Small Business Administration
Seattle District Office
915 Second Avenue, Room 1792
Seattle, WA 98174
(206)442-4518

Small Business Development Center of Alaska
430 W. 7th Avenue, Suite 115
Anchorage, AK 99501
(907)274-7232

Small Business Export Finance Assistance Center
2001 Sixth Avenue
Seattle, WA 98121
(206)464-7123

- **Approaches to World Studies: A Handbook for Curriculum Planners**
- **catalog of publications**

- **Pacific Rim Cultures Curriculum**
- **Pacific Rim database**

- **Services: How To Export—A Marketing Manual**

- **Basic Skills in Vocational Education: Computer Skills, Mathematics, Reading, Speaking/Listening, Writing**

- **Oregon Exporter's Handbook**

- **Collects, analyzes, and disseminates data on port activities and encourages trade.**

- **Promotes awareness of worldwide events; collection of curriculum materials.**

- **Directory of Local Sources of Export Trade Assistance in Washington State**

- **Importers Handbook by Vern Gronewald**
- **small business and export assistance**

- **export assistance**

Social Studies Development Center
2805 E. 10th Street, Suite 120
Indiana University
Bloomington, IN 47405
(812)335-3838

- publishes materials on global/international education

St. Louis Community College
5600 Oakland Avenue
St. Louis, MO 63110
(314)644-9100

- International Business Video Tape Series

**Superintendent of Public Instruction,
Commission for Vocational Education**
Old Capitol Building
Olympia, WA 98504

- International Education Curriculum

US Customs Service
US Department of Treasury
Local Customs District
909 First Avenue, Room 2073
Seattle, WA 98174
(206)442-1118

- assessment and collection of duties, taxes, and fees on imports, enforcement of customs and related laws, and administration of navigational laws and treaties.

US Small Business Administration
Federal Building
1220 SW Third Avenue, Room 676
Portland, OR 97204-2882

- A Workbook for Your International Business

University of Hawaii Press
2840 Kolowalu Street
Honolulu, HI 96822

- catalog of publications including economic development and trade

Washington Council on International Trade
Fourth and Vine Building
2615 Fourth Avenue, Suite 350
Seattle, WA 98121
(206)43-3826

- educational/cultural organization; presents conferences and seminars on trade issues

Washington Department of Trade and Economic Development
312 First Avenue North
Seattle, WA 98109
(206)464-7143

- Washington Exporter's Guide
- Washington State Importer's Guide
- services for state firms: export assistance, publications, and research

Wisconsin Vocational Studies Center
University of Wisconsin
1025 West Johnson Street
Madison, WI 53706
(608)263-3152

- Achieving Success in Small Business
- Entrepreneurship Training Components

World Trade Center, Anchorage
4201 Tudor Center Drive, Suite 105
Anchorage, AK 99508
(907)561-1615

- Networking, contact facilitation, secretarial and translation support, telex, and fax

University Laboratory School
University of Hawaii
Curriculum and Research Development Group
Honolulu, HI

Associations

Alaska Visitors Association
PO Box 102220
Anchorage, AK 99510
(907)276-6663

American Institute of Small Business
7515 Wayzata Blvd, Suite 201
Minneapolis, MN

American Vocational Association
1410 King Street
Alexandria, VA 22314

The Asia Society
Education and Communications
725 Park Avenue
New York, NY 10021
(212)288-6400

Association for Asian Studies, Inc.
1 Lane Hall
University of Michigan
Ann Arbor, MI 48109
(313)665-2490

American Association of Community and Junior
Colleges
National Center for Higher Education
One Dupont Circle NW
Washington, DC 20036
(202)293-7050

American Association of Exporters and Importers
11 West 12 Street
New York, NY 10036
(212)944-2230

American Bankers Association
1120 Connecticut Avenue NW
Washington, DC 20036

American Management Association
135 West 50th Street
New York, NY 10020
(212)586-8100

American Marketing Association
250 S. Wacker Drive, Suite 200
Chicago, IL 60606
(312)648-0536

- Pacific Links Teacher Guide
- Information and assistance in starting local tourism organizations, statewide tourism/government issues, research.
- How to Set Up Your Own Small Business
- catalog of resources for vocational educators
- publishes materials on global/international education
- catalog of publications
- International Trade Education: Issues and Programs (Issues Series 2)
- International Update
- The Small Business Management Training Tools Directory
- Seeks fair and equitable conditions for world trade; gathers and disseminates data on world trade; maintains library of research and government data on world trade.
- International Banking by Peter K. Oppenheim
- small business management assistance
- International Marketing: An Annotated Bibliography

American Society of International Executives, Inc.
230 South 15th Street, 5th Floor
Philadelphia, PA 19102

Committee on Teaching About Asia
c/o Urban Education Program
Associated Colleges of the Midwest
420 West Wrightwood
Chicago, IL 60614

Constitutional Rights Foundations
601 South Kingsley Drive
Los Angeles, CA 90005
(213)487-5590

The Council of Chief State School Officers
379 Hall of the States
400 North Capitol Street
Washington, DC 20001

Council of State Planning Agencies
400 North Capitol, Room 291
Washington, DC 20001

Council on International Educational Exchange
205 East 42nd Street
New York, NY 10017
(212)661-1414

Distributive Education Clubs of America
1980 Association Drive
Reston, VA 22091
(703)860-5000

Foreign Credit Insurance Association (FCIA)
Marketing Department
40 Rector, 16th Floor
New York, NY 10006
(212)227-7020

FCIB-NACM Corporation
520-8th Avenue
New York, NY 10018
(212)947-5070

Future Business Leaders of America
PO Box 17417-Dulles
Washington, DC 20005

Instrument Society of America
67 Alexander Drive
PO Box 12277
Research Triangle Park, NC 27709

- certifies Documentation Specialists, International Executives, and Experienced International Executives
- publications, monthly bulletins
- reviews curriculum and educational resource materials; quarterly newsletter
- Bill of Rights in Action
- International Trade: US/USSR
- The Japan Database: Resources on Japan for K-12 Education
- The Wealth of States: The Political Economy of State Development
- Hallmarks of Successful International Business Programs
- A Guide for DECA Chapter Officers
- A Program of Action
- DECA Handbook
- Export Credit Insurance: The Competitive Edge
- New to Export Policy Description Flyer
- International Arm of National Association of Credit Managers. Provides credit information to members, issues bulletins, credit interchange reports, and worldwide credit service and country information.
- Developing Effective Programs and Activities in FBLA-PBL
- The Official FBLA-PBL Handbook
- Expanding Markets Internationally by William E. Drees

International Advertising Association
475 5th Avenue
New York, NY 10017

Japan External Trade Organization (JETRO)
McGraw-Hill Building, 44th floor
1221 Avenue of the Americas
New York, NY 10020-1060
(212)997-0400

Joint Council on Economic Education
2 Park Avenue
New York, NY 10016
(212)685-5499

Marketing and Distributive Education Association
1903 Association Drive
Reston, VA 22091
(703)476-4299

**National Association of Small Business
International Trade Educators (NASBITE)**
One World Trade Center
121 SW Salmon Street, Suite 230
Portland, OR 97204
(503)274-7482

National Association of State Development Agencies
444 N Capitol Street NW, Suite 611
Washington DC 20001
(202)624-5411

National Business Education Association
311 First Street NW
Washington, DC 20001

**National Community Development Association
Community Development Trading Group
Universal Forwarding Overseas**
941 Perkins Street
Appleton, WI 54914

**National Council on Foreign Language and
International Studies**
45 John Street, Suite 1200
New York, NY 10038
(212)732-8606

National Council on International Trade Documentation
350 Broadway, Suite 1200
New York, NY 10013
(212)925-1400

- Public relations and advertising referrals and assistance
- Access to Japan's Import Market
- Doing Business in Japan
- Handy Facts on US-Japan Economic Relations
- JETRO Marketing Series
- catalog of publications
- Marketing Educator's News
- Promotes and enhances involvement and competitiveness of small businesses in US in international trade.
- Clearinghouse for all state agencies; state export programs database; sponsors International Trade Specialists program in conjunction with American Graduate School of International Management in Glendale, AZ
- clearinghouse of publications on business education
- Window on the World: The Export Kit
- catalog of publications
- publications on specific documentation commonly used in international trade

National Council for the Social Studies
3501 Newark Street NW
Washington, DC 20016
(202)966-7840

- catalog of publications

National Entrepreneurship Education Consortium
The Ohio State University
1900 Kenny Road
Columbus, OH 43210

- National Entrepreneurship Clearinghouse

National Federation of Independent Business
150 West 20th Avenue SW, Suite 700
Washington, DC 20024
(202)554-9000

- educational information and publications
- The I Can Do It Film Series

National Foreign Trade Council
900 17th Street NW
Washington, DC 20006
(202)887-0278

- information on American companies doing business abroad; promotes American foreign trade and investment

Office Education Association
5454 Cleveland Avenue
Columbus, OH 43229
(614)895-7277

- Advisor's Newsletters
- Leadership's Development Series

Pacific Northwest Waterways Association
PO Box 61473
Vancouver, WA 98666
(503)699-4636

- Dedicated to the comprehensive planning and development for water and related land resources in Pacific NW and Alaska.

Social Science Education Consortium
855 Broadway
Boulder, CO 80302

- Global Issues
- catalog of publications

United Nations Association of US
Publications Department
485 Fifth Avenue
New York, NY 10017-6104
(212)697-3232

- Teaching about the United Nations
- catalog of publications

Washington-Oregon Shippers Cooperative
200 West Thomas, 5th Floor
Seattle, WA 98119
(206)282-1640

- Consolidates freight for its members in boxcar and piggyback to major Pacific NW cities.

World Tourism Association
Calle Capitan Haya 42
Madrid, Spain E 28020

- Economic Review of World Tourism
- Role and Structure of National Tourism Administrations
- World Tourism Statistics

Periodicals

ACCESS: The Information on Global, International, and Foreign Language Education Newsletter

- The American Forum
45 John Street, Suite 1200
New York, NY 10038
(212)732-8606

- Alaska Business Monthly
 - Alaska Business Publishing Company
PO Box 102696
Anchorage, AK 99510
(907)276-4373

- Alaska Journal of Commerce
 - Pacific Rim Publishing Company
900 W. 5th Avenue, Suite 410
Anchorage, AK 99501
(907)272-7500

- American Import-Export Bulletin
 - American Import-Export Bulletin
545 Madison Avenue
New York, NY 10022
(212)371-4100

- Asian Wall Street Journal
 - Ebsco Subscription Service
3 Waters Park Drive, Suite 211
San Mateo, CA 94403

- The Business Advocate
 - US Chamber of Commerce
Publications Fulfillment
1615 H Street NW
Washington, DC 20062

- Business America: The Magazine of
International Trade
 - Superintendent of Documents
US Government Printing Office
Washington, DC 20402
(202)783-3238

- Business Week
 - McGraw-Hill Publications, Inc.
1221 Avenue of the Americas
New York, NY 10020

- CBI Newsletter
 - US Department of Commerce
International Trade Administration
US and Foreign Commercial Service
HCHB Romm 2106
Washington, DC 20230

- China Business Review
 - China Books and Periodicals
2929 24th Street
San Francisco, CA

- Commercial News USA
 - US Department of Commerce
International Trade Administration
US and Foreign Commercial Service
HCHB Romm 2106
Washington, DC 20230

- East Asian Executive Reports
 - International Executive Reports, Ltd.
717 D Street NW, Suite 300
Washington, DC 20004-2807
(202)628-6900

- | | |
|---|---|
| Entrepreneur Magazine | <ul style="list-style-type: none"> • American Entrepreneurs Association
2311 Pointius Avenue
Los Angeles, CA 90064
(213)478-0437 |
| Europe-Magazine of the European Community | <ul style="list-style-type: none"> • Europe
2100 M Street NW, Suite 707
Washington, DC 20037 |
| Export Today | <ul style="list-style-type: none"> • SIRCO International
733 15th Street NW, 7th floor
Washington, DC 20005
(202)737-1060 |
| Far Eastern Economic Review | <ul style="list-style-type: none"> • Ebsco Subscription Service
3 Waters Park Drive, Suite 211
San Mateo, CA 94403 |
| Focus Japan | <ul style="list-style-type: none"> • JETRO
McGraw-Hill Building, 44th Floor
1221 Avenue of the Americas
New York, NY 10020
(212)997-0400 |
| Focus on Asian Studies Magazine | <ul style="list-style-type: none"> • The Asia Society
725 Park Avenue
New York, NY 11021 |
| Forbes | <ul style="list-style-type: none"> • Forbes, Inc.
60 Fifth Avenue
New York, NY 10011 |
| Fortune | <ul style="list-style-type: none"> • Times, Inc.
1271 Avenue of the Americas
New York, NY 10020 |
| Harvard Business Review | <ul style="list-style-type: none"> • Harvard University
Graduate School of Business Administration
Soldiers Field Road
Boston, MA 02163 |
| Inc. Magazine | <ul style="list-style-type: none"> • Inc. Magazine
Box 2538
Boulder, CO 80322 |
| Interchange: The Bi-Monthly Journal of International Trade | <ul style="list-style-type: none"> • Applied Management Systems
International Systems
PO Box 1504
South Pasadena, CA 91030
(818)441-1124 |
| International Business Review | <ul style="list-style-type: none"> • US Chamber of Commerce
Publications Fulfillment
1615 H Street NW
Washington, DC 20062 |

International Business Review Newsletter

- International Trade Center
Florida Atlantic University
PO Box 3091
Boca Raton, FL 33431-0991

The International Entrepreneur Newsletter

- International Trade Council of Mid-America
1527 Anderson Avenue
Manhattan, KS 66502
(913)532-6799

International Trade Forum

- International Trade Center
Palais des Nations
1211 Geneva 10
Switzerland

International Trade Journal

- Laredo State University
Institute of International Trade
West End Washington Street
Laredo, TX 78040

ITA Reports

- US Department of Commerce
International Trade Administration
US and Foreign Commercial Service
HCHB Romm 2106
Washington, DC 20230

Japan Times Weekly

- Japan Times, Ltd.
5-4, Shibaura 4-chome
Minati-ku, Tokyo

Journal of Commerce Export Bulletin

- The Journal of Commerce
445 Marshall Street
Phillipsburg, NJ 08865-2695
(201)859-1300

Journal of Marketing

- American Marketing Association
250 S. Walker Drive, Suite 200
Chicago, IL 60606
(312)648-0536

Journal of Small Business Management

- West Virginia University
Bureau of Business Research
Box 6025
Morgantown, WV
(304)293-5837

Nation's Business

- US Chamber of Commerce
Publications Fulfillment
1615 H Street NW
Washington, DC 20062

Pacific Business News

- Crossroads Press
Box 833
Honolulu, HI 96808

Small Business Report

- Business Research and Communications
One Mission Plaza
Monterey, CA 93940
(408)899-7221

The Social Studies

- Heldref Publications
4000 Albermarle Street NW
Washington, DC 20016

Tomorrow's Business Leader

- Future Business Leaders of America
Phi Beta Lambda, Inc.
1908 Association Drive
Reston, VA 22091

Trade Opportunities Program

- The Journal of Commerce
445 Marshall Street
Phillipsburg, NJ 08865-2695

UNIDO Newsies

- United Nations Industrial Development
Organization
(UNIDO) New York Office
One United Nations Plaza
New York, NY 10017
(212)754-6882

**US Export Weekly: International Trade
Reporter**

- Bureau of National Affairs
1231 25th Street NW
Washington, DC 20037
(202)452-4211

Venture: The Magazine for Entrepreneurs

- Venture Magazine
521 Fifth Avenue
New York, NY 10175-0028
(212)682-7373

Wall Street Journal

- Dow Jones and Company
Box 300
Princeton, NJ 08540

World Development Magazine

- United Nations Development Programme
One UN Plaza
New York, NY 10017

Special Books/Pamphlets

**Agency for International Development
Office of Small and Disadvantaged Business
Utilization
Washington, DC 20523
(202)235-1840**

- Development assistance, economic
support, food aid, disaster assistance,
consultant registry information system

**The American Forum
45 John Street, Suite 1200
New York, NY 10038
(212)732-8606**

- publishes materials on global/international
education

**Applied Management Systems
International Systems**
PO Box 1504
South Pasadena, CA 91030
(818)441-1124

Bureau of National Affairs
1231 25th Street NW
Washington, DC 20037

Center for Teaching International Relations
University of Denver
Denver, CO 80208
(303)871-2426

Chase World Information Corporation
One World Trade Center, Suite 4533
New York, NY 10048

CIGNA Companies
PO Box 7728
Philadelphia, PA 19101
(215)241-4000

Continental Bank
US Trade Finance Division
231 S. La Salle Street
Chicago, IL 60693
(312)828-2345

Corroon and Black, Inc.
2911 Second Avenue
Seattle, WA 98121
(206)443-2300

Dun & Bradstreet International
One Exchange Plaza, Suite 715
Jersey City, NJ 07302

Export-Import Bank of US
811 Vermont Avenue NW
Washington, DC 20571
(800)424-5201

- US Regional Trade Flows: Trade Analysis: Pacific Coast
- Export Shipping Manual
- International Trade Reporter
- America in the World: A Guide to US Foreign Policy
- Changing Images of China
- The Development Data Book: Social and Economic Statistics on 125 Countries
- Global Issues: Activities and Resources for the High School Teacher
- In Search of Mutual Understanding: A Classroom Approach to Japan
- Japan Meets the West: A Case Study of Perception
- Teaching About the Consumer and Global Marketplace
- Teaching About World Cultures: Focus on Developing Regions
- Chase World Guide for Exporters
- Export Credit Reports
- Marine Insurance
- Ports of the World: A Guide to Cargo Loss Control
- Commercial Letters of Credit
- Guide to Export/Import Documentation
- Guide to Foreign Exchange
- A Brief Review of Ocean Cargo Insurance
- Export Documentation Handbook
- Exporter's Encyclopedia
- EXIM Bank Information Kit
- Export-Import Bank: Financing for American Exports-Support for American Jobs
- Financing and Insuring Exports: A User's Guide to Eximbank and FCIA Programs
- export loans, guarantees, insurance

Federal Express Corporation
Box 727
Memphis, TN 38101-9976

Federal Maritime Commission
Washington, DC 20573

Five Star Productions
PO Box 11451
Winslow, WA 98110

Fritz & Companies
1200 S 192nd Street
Seattle, WA 98148
(206)431-5400

Global Perspectives in Education, Inc.
218 East 18th Street
New York, NY 10003
(212)674-4167

International Chamber of Commerce
1212 Avenue of the Americas
New York, NY 10036
(212)354-4480

International Monetary Fund
Publications Unit
700 19th Street NW
Washington, DC 20431

International Trade Institute
5055 N. Main Street
Dayton, OH 45415
(800)453-2453

International Trade Software, Inc.
1107 Bethlehem Pike, Suite 103
Flourtown, PA 19031
(215)233-1980

Japan Information Center
Consulate General of Japan
229 Park Avenue
New York, NY 10171
(212)371-8222

Journal of Commerce
445 Marshall Street
Phillipsburg, NJ 08865
(201)859-1300

- **Moving Your Product: What Your Clients Need to Know**
- regulations, licensing for ocean freight forwarder, career information
- **Importing as a Small Business**
- **Export Management Seminar**
- catalog of publications
- **Uniform Rules for Collections**
- **Annual Report on Exchange Arrangement and Exchange Restrictions**
- catalog of publications
- **Direction of Trade**
- **Directory of Trade Statistics**
- **International Financial Statistics**
- **Glossary of International Terms**
- **Guide to Canadian Documentation**
- **Guide to Export Documentation**
- **A Guide to Export Marketing**
- **Guide to International Air Freight Shipping**
- **Guide to Selecting the Freight Forwarder**
- **A Guide to Understanding Drafts**
- **A Guide to Understanding Letters of Credit**
- software for export order entry, accounting control systems, sales analysis
- **Twenty-five Questions and Answers on Japan-US Relations**
- **Exporter's Directory: US Buying Guide**

King TV Marketing
PO Box 24525
Seattle, WA 98124

Machinery and Allied Products Institute
1200 18th Street NW, Suite 400
Washington, DC 20036
(202)331-8430

MacKenzie-Koch Associates
PO Box 240392
Charlotte, NC 28224
Minority Business Development Agency
US Department of Commerce
Washington, DC 20230
(202)377-2414

Morgan Guarantee Trust Company of New York
23 Wall Street
New York, NY 10015

National Center for Standards and Certification Information
National Bureau of Standards
Administration Building, A629
Gaithersburg, MD 20899
(301)975-4040

National Geographic Society
17th and M Streets NW
Washington, DC 20036
(202)857-7000

National Marine Fisheries Service
Office of Trade and Industry Services
Room 1025, Universal Building South
1825 Connecticut Avenue, NW
Washington, DC 20235
(202)377-3112

National Technical Information Service
US Department of Commerce
Springfield, VA 22161
(703)487-4650

Organization for Economic Cooperation and Development (OECD)
Publications and Information Center
1750 Pennsylvania Avenue NW, Suite 1207
Washington, DC 20006-4582
(202)724-4582

Overseas Private Investment Corporation (OPIC)
1615 M Street NW, Fourth Floor
Washington, DC 20527
(202)457-7010

- Washington 2000 video
- A Handbook on Financing US Exports
- A Practitioner's Guide to Export Controls: Minimizing A Competitive Disadvantage
- Export Marketing Manual: A Results Oriented Guide for the 80's
- special assistance and information
- Financial Institutions and Markets in the Far East
- foreign requirements for US products and services
- National Geographic Magazine
- Teaching Geography: A Model for Action
- information on fishery product exports
- market share reports
- catalog of publications
- political risk insurance, financing, information, networking, export assistance
- TOPICS Newsletter

Pacific Bell Directory
One Rincon Center
Communications Department -CWS
101 Spear Street, Room 429
San Francisco, CA 94105
(800)848-8000

Price Waterhouse
1251 Avenue of the Americas
New York, NY 10020
(212)489-8900

Puget Sound National Bank
1119 Pacific Avenue
Tacoma, WA 98402

Seafirst Bank International
Financial Services Department
1001 Fourth Avenue
PO Box 3586
Seattle, WA 98124
(206)583-2506

Seattle Trade International
18604 SE 58th Street
Issaquah, WA 98027-8511
(206)641-3762

SIRCO International
PO Box 28189
Washington, DC 20038-8189
(202)737-1060

Small Business Foundation of America
20 Park Plaza
Boston, MA 02116
(617)350-5096

Superintendent of Documents
US Government Printing Office
Washington, DC 20402

- Secrets to Small Business Success kit
- Small Business Success

- Expanding into Exports: A Guide for Executives of Growing and Middle-Market Companies
- Doing Business in...(various foreign countries)

- International Banking Services and information

- International Banking Services

- Profitable Exporting: A Complete Guide to Marketing Your Products Abroad by John Gordon

- A Practical Guide for Marketing to the Pacific Rim

- Enterprise USA Newsletter
- Planning for Technology: A Guide for the Small Business Trade Owner/Manager

- Background Notes (4-12 pg summaries on economy, history, culture and government of 160 countries)
- Commerce Business Daily
- Customs Regulations of the US
- Doing Business with China
- Export Administration Regulations
- Foreign Business Practices...Material on Practical Aspects of Exporting
- Foreign Economic Trends
- Highlights of US Import and Export Trade
- How to Build an Export Business: An International Marketing Guide for Minority-Owned Businesses
- International Economic Indicators
- Introduction to Contract Procedures in Near East and North Africa

United Nations and Information Center
1689 F Street NW
Washington, DC 20006

Unz and Company
190 Baldwin Avenue
Jersey City, NJ 07303

US Chamber of Commerce
1615 H Street NW
Washington, DC 20062

US Customs Service
US Department of Treasury
1301 Constitution Avenue NW
Washington, DC 20229

US Department of Agriculture
Foreign Agriculture Service
Export Programs Division
South Building, Room 5940
Washington, DC 20250
(202)447-3031

US Department of Commerce
Export Promotion Services
PO Box 14207
Washington, DC 20044
(202)377-2432

- Metric Laws and Practices in International Trade-Handbook for US Exporters
- Official US and International Financing Institutions: A Guide for Exporters and Investors
- Overseas Business Reports
- Small Business Management and Ownership

- catalog of publications

- International Trade Operations... A Managerial Approach by R. Duane Hall

- Directory of American Chambers of Commerce Abroad
- Directory of Local Chambers of Commerce with International Trade Activities
- Foreign Commerce Handbook
- Importer's Guidelines
- The US and Foreign Commercial Service: A Business Analysis

- import/export regulations, and foreign trade zones information

- training programs, information, product markets, export financing, overseas travel, product promotion

- Agent Distributor Service
- Annual Worldwide Industry Reviews
- Country Market Surveys
- Country Trade Statistics
- Custom Statistical Service
- Export Counseling
- Export Mailing List Service
- Export Statistical Profiles
- International Market Information
- Trade Opportunities Program Bulletin
- Trade Lists
- World Traders Data Reports
- export counseling, overseas sales leads, trade missions, trade shows, locating overseas agents, export trading companies

US Department of Commerce
Foreign Agriculture Service, Room 5918
Washington, DC 20250
(202)477-7937

US Department of Commerce
International Trade Administration
ITA Publications Distribution, Room 1617D
Washington, DC 20230

US Department of Education
Business and International Education Programs
Center for International Education
Room 3053, ROB-3
7th & D Street SW
Washington, DC 20202
(202)732-3302

US Department of State
Bureau of Economic and Business Affairs
2201 C Street NW, Room 6822
Washington, DC 20520
(202)647-1682

US Small Business Administration
1441 L Street NW, Room 501 A
Washington, DC 20416
(202)653-7794

World Bank Publications
PO Box 37525
Washington, DC 20013
(202)473-2946

- FAS Commodity Reports
- A Guide to Financing Exports
- Export for a Stronger America
- Foreign Economic Trends
- Guide Book for Exporting to Japan
- How to Build an Export Business
- How to Get the Most from Overseas Exhibitions
- Official US and International Financing Institutions: A Guide for Exporters and Investors
- Sources of Information on US Firms: A Guide for International Traders
- Summary of US Export Regulations
- promotes activities that contribute to the prospering of an international economy
- assist exporters overseas, assist federal agencies in setting up trade missions, fairs, and investment missions, assist in trade disputes
- Business Development Pamphlets/Booklets
- Exporters Guide to Federal Resources for Small Business
- Fact Sheet: International Trade Assistance
- Going into Business
- Is Exporting for You?
- Market Overseas with US Government Help
- Planning and Goal Setting for Small Business
- Starting and Managing a Business of Your Own
- training programs, information, financing, export assistance
- Making the Most of Business Opportunities from World Bank Projects
- The World Bank of Educational Materials

Media

Videos on Economics, International Trade, International Education, Entrepreneurship, Business Ownership and Management

Agency for Instructional Television
Box A
Bloomington, IN 47402
(800)457-4509

Changing Times Education Service
EMC Publishing
300 York Avenue
St. Paul, MN 55101

Close Up Foundation
Educational Media
Department C 383
1235 Jefferson Davis Highway
Arlington, VA 22202
(800)336-5479

Current Affairs Films
346 Ethan Allen Highway
Ridgefield, CT 068771
(203)431-0421

Direct Cinema, Ltd.
PO Box 69589
Los Angeles, CA 90069
(213)656-4700

Educational Audio Visual, Inc.
Pleasantville, NY 10570
(914)769-6332

Federal Reserve Bank of New York
Public Information Department
33 Liberty Street
New York, NY 10045
(212)791-6137

Inc. Videos
38 Commercial Wharf
Dept. 2V
Boston, MA 02110

International Film Foundation
155 West 72nd Street
New York, NY 10023
(212)580-1111

Japan Trade Center Films
1221 Avenue of the Americas
New York, NY 10171
(212)997-0414

Modern Talking Picture Service
5000 Park Street North
St. Petersburg, FL 33709
(813)541-7571

PBS Video
1320 Braddock Place
Alexandria, VA 22314-1698

Ramic Productions
3505 Cadillac Avenue
Costa Mesa, CA 92626-1435

Strategic Simulations, Inc.
465 Fairchild, Suite 108
Mountain View, CA 94043

Walt Disney Educational Media Company
500 Buena Vista Street
Burbank, CA 91521

Waukesha County Technical College
International Trade Video Catalog
800 Main Street
Pewaukee, WI 53072
(414)691-5550

World Research Inc. Films
1722 Sorrento Valley Road
San Diego, CA 92121
(619)566-3456