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)
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
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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
- Kenai Forest Products Company, Anchorage
- Neiswonger Associates, Anchorage
- Silver Lining Seafoods, Ketchikan
- Suddock & Suddock Associates, Anchorage
- Sunseal 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, Portland
- ANTHRO, Portland
- Mike Benke, Medford
- Eyedentity, Inc., Portland
- First Interstate Bank of Oregon, Portland
- Tom Fujimatsu, Portland
- Ken Maier 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

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- **Richard Krygier**, Assistant Principal, King Career Center, Anchorage School District, Alaska
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**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 international trade 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

Basic Math Skills
Metric System
History
Government
Geography
Cultural Awareness
Economics

Keyboarding
Computer Skills
Foreign/World Language
English/Communications
Employability Skills
Marketing

General Office Procedures

International Trade Core

State/Regional Profiles
World Profile
International Economics
International Finance
International Marketing and Transportation

Import and Export Basics
Laws and Regulations
Communications
Entrepreneurship
Trade Documentation
Employability Skills

Specialized or Advanced Courses

Trade Documentation
Telephone Usage
Telecommunications
Written Communications
Office Procedures
Computer Skills
Business Meetings
Flow of Documentation
Documentation
Preparation

Entrepreneurship
Evaluation of Personal Opportunities
Business Plan
Development and Implementation

Advanced International Trade

Distribution Systems
Sales Strategies
Pricing
Import/Export Plan
Overseas Business Travel
Finance
Laws and Regulations
Economics
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 Schc.Js programs, and Vocational Student Leadership Organizations.

<table>
<thead>
<tr>
<th>Course:</th>
<th>International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length:</td>
<td>One semester or year</td>
</tr>
<tr>
<td>Grades:</td>
<td>11-12th grades</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course:</th>
<th>International Trade Documentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length:</td>
<td>One semester</td>
</tr>
<tr>
<td>Grades:</td>
<td>12th grade or post secondary</td>
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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.

<table>
<thead>
<tr>
<th>Course:</th>
<th>Entrepreneurship</th>
</tr>
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<tbody>
<tr>
<td>Length:</td>
<td>One semester or year</td>
</tr>
<tr>
<td>Grades:</td>
<td>9-12th grades or post secondary</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course:</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length:</td>
<td>One semester or year</td>
</tr>
<tr>
<td>Grades:</td>
<td>12th grade or post secondary</td>
</tr>
</tbody>
</table>

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:
  - North America
  - Pacific Rim Nations
  - European Common Market
  - South America
  - Association of South-East Asian Nations (ASEAN)
  - Lesser Developed Countries
  - Newly Industrialized Countries
  - Developed Countries
  - Middle East Countries
  - Caribbean Basin/Central America
  - Communist Block Countries
- Identify economic base of major trade regions including:
  - major cities
  - financial centers
  - transportation centers
  - natural resources
- Identify international trade partners, patterns, and trends
- Identify demographics of major trade regions
- Identify impact of geography on international trade including:
  - climate
  - time zones
  - topography
  - transportation modes and routes
  - distances
- Identify political factors

Competency: Understand how specific cultures impact business practices

Tasks:
- Explain characteristics of American business culture
- Identify cultural differences including:
  - language/communication styles
  - religion/philosophy
  - values and attitudes
  - social organization
  - life styles
  - stereotyping
- Identify business and social etiquette including:
  - first impressions
  - meetings
  - greetings/gifts
  - business cards
  - use of names
  - time
  - group vs individual
  - role of women
  - management styles
  - business entertainment
  - dress codes
  - work ethics
  - state of technology
  - negotiation concepts
  - 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
   7. China Council for Promotion of International Trade
   9. The Manufactured Products Import Association (MIPRO)
   10. US Foreign and Commercial Service
   11. International Trade Administration
   12. 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

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

Tasks: Explain terms and principles of marketing including:

- price
- product / packaging
- promotion
- place
- consumer
- utility
- value-added
- marketing concept
- sale

Explain functions of marketing including:

- financing
- risk-taking
- buying
- selling
- transporting
- storing
- researching/standardization

Competency: Assess a product's market potential

Tasks: Analyze the success of a product domestically or internationally including:

- nature of the product:
  - size
  - price
  - packaging
  - labeling
  - distribution requirement
  - acceptability to other cultures
  - appropriate names
  - regulations
- nature of the market:
  - trends
  - competition
  - availability of service
  - supply and demand
  - demographics
  - buying behavior
  - market structure
- nature of the company:
  - experience
  - management
  - resources
  - production capability
  - 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:
- type of government
- government stability
- present and historical attitudes toward business with the U.S.
- national economic and development priorities and goals.

List resources for obtaining marketing data.

Analyze demographic and economic conditions including:
- population size, growth, distribution
- literacy rate and education level
- availability of labor, management potential
- national income, per capita income
- economic growth, GNP, industrial sector growth
- role of foreign trade in economy
- currency situation, inflation rate, conversion and currency controls, credit regulations
- consumer buying patterns
- cultural differences in language, values and attitudes, religion, social organization, and color.

Describe development level and infrastructure including:
- natural resources
- industrial and technological development
- physical distribution and communication network
- similarities and differences with the US market.

Investigate regulatory/market entry considerations including:
- limitations on trade: tariff levels, quotas and other nontariff barriers
- documentation and import regulations
- US documentation and export controls
- foreign standards, accepted industrial practices, measuring systems, and certification procedures.

Identify legal considerations including:
- code of laws
- investment and licensing laws
- taxation laws
- employment laws
- patent, trademark, antitrust, advertising laws
- relevant treaties
- reality of law vs letter of the law.

Identify government assistance including:
- US government assistance
- foreign government assistance and attitudes
- bilateral relations, programs, treaties
- development incentives.

Analyze competition including:
- host country
- 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:

- FAS
- FOB
- C&F
- 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

<table>
<thead>
<tr>
<th>Competency:</th>
<th>Use advertising, promotion, and public relations tools</th>
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<tbody>
<tr>
<td>Tasks:</td>
<td>Explain the use of tools such as:</td>
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<tr>
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<td>a. domestic/international advertising</td>
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<td>b. press releases</td>
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<td>c. direct mail</td>
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<td>p. trade missions</td>
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<td>q. catalogs</td>
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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

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<tr>
<th>Competency:</th>
<th>Understand International pricing</th>
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<tbody>
<tr>
<td>Tasks:</td>
<td>Identify cost components including:</td>
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<td>a. special packaging, packing, and marking</td>
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<td>b. freight charges</td>
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<td></td>
<td>1. inland freight from plant to port of shipment</td>
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<td>2. air, sea and land freight</td>
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<td>3. in-country from port of entry to customer</td>
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<td>c. port charges including:</td>
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<td>1. US port handling, loading, and storage</td>
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<td>2. foreign port handling, unloading, storage</td>
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<td>d. freight forwarder</td>
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<td>e. insurance charges</td>
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<td>f. import charges</td>
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<td>1. customs/documentation</td>
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<td>2. import duties</td>
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<td>3. import taxes</td>
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<td>g. financing charges</td>
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<td>h. value-added taxes</td>
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<td>i. commission expenses</td>
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<td>j. impact of fluctuating currencies</td>
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<td>k. cost of modifications</td>
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(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 labelling 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
Analyse contract components including:
   a. nature of appointment
   b. territory
   c. duties of exporter
   d. duties of sales representative
   e. basic information
   f. pricing and terms
   g. delivery
   h. inspection
   i. warranty
   j. industrial and intellectual property rights
   k. noncompetition

(A) Competency: Apply pricing strategies

Tasks:

Determine ways to reduce your price such as:
   a. product modification
   b. lower tariff classification
   c. increased volume
   d. lower labor/material cost

Determine cost of customer expectations such as:
   a. warranty, guarantee
   b. reliability
   c. returns and allowances
   d. credit
   e. after sales service
   f. replacement parts
   g. standards
   h. packaging
   i. adaptability
   j. shelf life
   k. labeling
   l. brand name/reputation

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 (incoterm) such as:
     1. FOB
     2. CIF
     3. C&F
     4. EXWORKS

(A) Identify considerations for financing including:
- strategic need for financing
- cost of different methods of financing
- management of working capital and cash flow
- length of time financing required
- risk — political, transaction
- 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 labelling 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
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:

- health regulations
- agriculture regulations
- fire arms

Identify role of agencies in regulating imports such as:

- US Department of Agriculture
- US Department of Justice
- US Department of Commerce
- US Department of State
- US Department of Treasury
- Federal Drug Administration
- Environmental Protection Agency
- Federal Communications Commission
- US Department of Interior
- Consumer Product Safety Commission
- Federal Trade Commission
- Federal Aviation Administration

(A) Explain US laws regulating imports including:

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

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

- special country classifications (GSP, Caribbean Basin)
- quotas

Competency: Understand customs regulations

Tasks:
Explain purpose and role of US customs

Explain terms and principles associated with customs including:

- Foreign Trade Zone
- General Agreement on Tariffs and Trade (GATT)
- Most Favored Nation (MFN) treatment
- quota
- tariffs
- duties
- dumping
- General System of Preferences (GSP)
- bonded warehouse system
- ad valorem
- quarantine
- liquidation

Identify customs regulations for:

- shipping
- importing
- duties
- exporting

Identify classifications for goods such as:

- Harmonized System
- Standard Industrial Classification

(A) Identify differences in US vs foreign duties and tariffs
(A) Competency: Understand intellectual property rights protection

Tasks:

Understand the protection of international trade treaties including:

1. Patent Cooperation Treaty
2. Paris Convention for the Protection of Industrial Property
3. Universal Copyright Protection
4. US Copyright Act
5. International Traffic in Arms Regulations
6. Omnibus Trade Bill (301C)

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

Identify the enforcement agencies for intellectual property rights protection including:

1. International Trade Administration
2. US Customs
3. US Department of State
4. 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. PLE (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
  - b. station-to-station calls
  - c. person-to-person calls
  - d. collect calls
  - e. conference calls
  - f. mobile and marine calls
  - g. credit-card calls
  - h. overseas calls
  - i. toll-free 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       v. old business
b. air freight       w. personal contacts
c. banking: US and foreign x. photographs
d. chronological     y. pricing
 e. country files     z. printing
 f. compatible products aa. product
 g. competition      bb. projects
 h. credit information cc. promotion mail
 i. currency rates    dd. purchases
 j. distributors      ee. receipts
 k. documents        ff. references
 l. formats          gg. resource people
 m. freight forwarding hh. sales
 n. holding/pending  ii. sources of information
 o. itineraries       jj. standard policies
 p. legal: US and foreign kk. supplies
 q. lost business    ll. taxes
 r. marketing sources mm. telecommunications
 s. new correspondence nn. telephone
 t. office equipment  oo. travel plans
 u. orders completed 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:
- identifying type of service or product offered
- determining feasibility of starting a business
- serving as sales tool for financing
- forming basis of operations for business

Write a specific business plan including:
- business survey
- business background
- business descriptions (products/services)
- marketing plan
- management plan
- financing including cash flow projections

(A) Competency: Establish a business

Tasks:
Identify steps for starting an international business including:
- obtain financing
- identify personal expertise
- hire and train staff
- prepare site/location
- define policies and procedures
- identify legal and government issues
- define taxation issues
- obtain distributor agreements, etc.
- define sales projections
- prepare promotional activities
- set up accounting systems
- 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
  c. foreign government embassies and consulates
  e. Official Airline Guide
  f. National Council on International Trade Documentation
  g. 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. trouble-shooting
  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 deliver 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
  f. 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 importer's 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
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:
- owner or agent
- name and address of shipper
- name of ship
- ship date consigned to
- bill of lading number
- markings and numbers
- number of boxes
- gross/net weight
- description
- date prepared
- state
- local chamber of commerce
- 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:
- shipper’s letter of instructions
- ocean bill of lading
- air waybill
- inland bill of lading
- onboard bill of lading
- through bill of lading
- straight bills
- National Council on International Trade Documentation

Identify functions of air waybills including:
- serves as official receipt to shipper for material specified on air waybill
- transportation of property in accordance with governing tariff
- provides shipper with bona fide document acceptable to banks
- provides consolidator with all necessary internal records
- 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:
- using shipper's instructions
- attaching shipper's letter of instruction to origin station
- completing name and address of shipper
- completing name and address of consignee
- describing materials being shipped (container and seal numbers)
- identifying number of pieces and marks
- identifying payment terms-prepaid or collect
- identifying value of shipment for carriage
- identifying export routing
- identifying forwarding agent
- identifying port of loading and discharge
- identifying point and country of origin and destination
- noting charges, date and place of issue, signatures, changes

Explain the importance of standardization of language across documentation.

Review bill of lading to ensure:
- bill of lading is in negotiable form
- negotiable copies are presented to bank and properly endorsed
- bill of lading is clean
- bill of lading indicates merchandise was loaded on board and within terms specified in credit
- bill of lading completed as prescribed by letter of credit
- if freight was prepaid, it was indicated on bill of lading with proper stamp
- marks and numbers, quantities, descriptions match commercial invoice and credit documents
- bill of lading shows transshipments or prohibition of transshipments
- 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:
  - invoices
  - packing lists
  - bills of lading
  - 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:
- invoice tallies with commercial invoice and bill of lading
- description of merchandise is in a foreign language and required
- 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

h. acceptance stamp

g. points of origin and destination for goods

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

<table>
<thead>
<tr>
<th>Competency</th>
<th>Make career choices</th>
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<tbody>
<tr>
<td><strong>Tasks:</strong></td>
<td>Conduct a self-assessment:</td>
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<tr>
<td></td>
<td>a. assess values in relation to work</td>
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<td></td>
<td>b. recognize skills and aptitudes</td>
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<td></td>
<td>c. assess employment history and experience</td>
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<td>d. describe obstacles to employment</td>
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<td>e. use Alaska Career Information System and other career counseling systems and publications (i.e. ASVAB)</td>
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<td>Identify career clusters:</td>
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<tr>
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<td>a. list specific jobs and duties within clusters</td>
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<td>b. describe apprenticeship/training programs</td>
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<td>c. describe advanced training opportunities</td>
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<td>Use labor market information:</td>
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<td>a. describe the current local labor market</td>
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<td>b. identify growth/demand occupations</td>
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<td>c. relate career choices to local labor market</td>
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<td>Select a career goal:</td>
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<td>a. list how skills could be used in other jobs</td>
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<td>b. develop specific steps to reach goal</td>
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<table>
<thead>
<tr>
<th>Competency</th>
<th>Evaluate jobs in international business</th>
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<tr>
<td><strong>Tasks:</strong></td>
<td>Identify educational and occupational opportunities such as:</td>
</tr>
<tr>
<td></td>
<td>a. adult, post secondary vocational training</td>
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<td>b. federal, state and local funding</td>
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<td>Locate resources for finding employment</td>
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<td>Confer with prospective employers</td>
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<td>Explain jobs in international business including:</td>
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<tr>
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<td>a. export manager aa. sales clerk/cashier</td>
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<td>b. documentation clerk bb. customer relations</td>
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<td>c. messenger cc. lending officer</td>
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<td>d. client service representative dd. manager</td>
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<td>e. operations/maintenance tech ee. airport ramp service</td>
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<td>f. sales ff. consultant</td>
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<td>h. translator hh. development specialist</td>
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<td>i. foreign exchange clerk ii. distributor</td>
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<td>j. commercial fisher/crew jj. economist</td>
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<td>k. office clerk kk. educator</td>
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<td>l. escort ll. facilities developer</td>
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<td>m. administrative assistant mm. accountant</td>
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<td>n. telemarketing person nn. foreign representative</td>
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<td>o. export representative oo. tourism promoter</td>
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<td>p. public relations specialist pp. forestry technicians</td>
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<td>q. letters of credit processor qq. broker</td>
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<td>s. trade finance officer ss. logistics planner</td>
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<td>t. general investigator tt. travel agent</td>
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<td></td>
<td>u. manufacturing specialist uu. interpreter</td>
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</table>
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
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)
- Social Studies (SS)
- Language Arts (LA)
- Health (H)

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 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**

- Health
- Math
- Science
- Language Arts
- Social Studies
- Pre-Employment Competencies
- Student Leadership Competencies
## Recommended Competencies by Course Offerings

### Competencies

<table>
<thead>
<tr>
<th>State/Regional Profiles</th>
<th>International Trade</th>
<th>International Trade Documen.</th>
<th>Entrepreneurship</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify economic base of your state/region</td>
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<td></td>
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<tr>
<td>Identify human resources of your state/region</td>
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<tr>
<td>Identify impact of geography on international trade</td>
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</tr>
</tbody>
</table>

### World Profile

| Understand major trade regions of the world                                           |                     |                              |                 |                              |

### Import and Export Basics

| Understand differences and similarities between domestic and international business  |                     |                              |                 |                              |
| Understand reasons for exporting and importing                                       |                     |                              |                 |                              |

### International Marketing and Transportation

| Understand the marketing concept                                                     |                     |                              |                 |                              |
| Assess a product's market potential                                                 |                     |                              |                 |                              |
### Recommended Competencies by Course Offerings

#### Competencies

| 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 |

### International Finance

| 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 |

### Laws and Regulations

| SS | Understand laws regulating exports |
| SS | Understand laws regulating imports |
| SS | Understand customs regulations |
| SS | (A) Understand intellectual property rights protection |

### Communications

<p>| LA SS | Understand international communications |</p>
<table>
<thead>
<tr>
<th>Competencies</th>
<th>International Trade</th>
<th>International Trade Document</th>
<th>Entrepreneurship</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LA</strong></td>
<td><strong>SS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use a foreign/world language</td>
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</tr>
<tr>
<td>Analyze communication modes used in international trade</td>
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</tr>
<tr>
<td>(A) Use the telephone</td>
<td></td>
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<tr>
<td>(A) Follow procedures for telex/cables/fax</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>(A) Prepare written communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A) Perform general office duties</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A) Plan business meetings</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Entrepreneurship</strong></td>
<td><strong>SS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understand entrepreneurship potential</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Evaluate personal entrepreneurship opportunities</td>
<td></td>
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</tr>
<tr>
<td>(A) Prepare a business plan</td>
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<td></td>
</tr>
<tr>
<td>(A) Establish a business</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Trade Documentation</strong></td>
<td><strong>SS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify documents necessary for exporting</td>
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<td></td>
</tr>
<tr>
<td>Identify documents necessary for importing</td>
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<tr>
<td>Understand the metric system</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Understand the flow of documentation</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Prepare trade documentation</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Understand export licensing</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Understand commercial licensing</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>(A) Obtain an export license</td>
<td></td>
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</tr>
<tr>
<td>(A) Prepare pro forma invoices</td>
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</tr>
</tbody>
</table>
# Recommended Competencies by Course Offerings

## Competencies

<table>
<thead>
<tr>
<th>Competencies</th>
<th>International Trade</th>
<th>International Trade Document.</th>
<th>Entrepreneurship</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Understand documentation for letters of credit</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>(A) Prepare export packing list</td>
<td></td>
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<tr>
<td>(A) Prepare a commercial invoice</td>
<td></td>
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<tr>
<td>(A) Prepare a Shipper's Export Declaration</td>
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<tr>
<td>(A) Prepare a Certificate of Origin</td>
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<tr>
<td>(A) Prepare bill of lading</td>
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<tr>
<td>(A) Prepare customs entry forms</td>
<td></td>
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<tr>
<td>(A) Prepare consular invoices</td>
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<td></td>
</tr>
<tr>
<td>(A) Finalize insurance documentation</td>
<td></td>
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</tr>
<tr>
<td>(A) Understand documentation for banker's acceptance drafts</td>
<td></td>
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</tr>
<tr>
<td>(A) Report a claim for damaged goods</td>
<td></td>
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</tr>
</tbody>
</table>

### Employability Skills

<table>
<thead>
<tr>
<th>Skills</th>
<th>International Trade</th>
<th>International Trade Document.</th>
<th>Entrepreneurship</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make career choices</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate jobs in international business</td>
<td></td>
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</tr>
<tr>
<td>Prepare a resume and job application</td>
<td></td>
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</tr>
<tr>
<td>Write a cover letter</td>
<td></td>
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<tr>
<td>Interview for a job</td>
<td></td>
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<tr>
<td>Follow up the interview</td>
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<tr>
<td>Dress appropriately on the job</td>
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</tr>
<tr>
<td>Manage personal responsibilities related to employment</td>
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</tr>
<tr>
<td>Maintain a business-like image</td>
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<td></td>
</tr>
<tr>
<td>Maintain good health for effective job performance</td>
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</tr>
</tbody>
</table>

* + : Certain Core Competencies
* : Essential Core Competencies
H * : Highly Essential Core Competencies

Source: ERIC (Educational Resources Information Center)
Recommended Competencies by Course Offerings

Competencies

<table>
<thead>
<tr>
<th>Competency</th>
<th>International Trade</th>
<th>International Trade Document</th>
<th>Entrepreneurship</th>
<th>Advanced International Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work safely</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Understand employee rights and responsibilities</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Attain work maturity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make effective decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstrate initiative and productivity</td>
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<td></td>
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<tr>
<td>Be assertive</td>
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<tr>
<td>Be honest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Be reliable and dependable</td>
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<tr>
<td>Maintain good personal relations</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Follow verbal and written directions</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Identify proper job resignation procedures</td>
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<tr>
<td>Use leadership skills</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Level</th>
<th>Code Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Introductory Level:</strong> Can do simple parts of task. Needs to be told/shown how to do most of the task. Needs extremely close supervision.</td>
</tr>
<tr>
<td>2</td>
<td><strong>Minimum Level:</strong> Can do most parts of the task. Needs help only with most difficult parts. Needs close supervision.</td>
</tr>
<tr>
<td>3</td>
<td><strong>Average Level:</strong> 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.</td>
</tr>
<tr>
<td>4</td>
<td><strong>Proficiency Level:</strong> Can complete task quickly and accurately. Can direct others in how to do the task. Needs little supervision.</td>
</tr>
</tbody>
</table>

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

Be reliable and dependable

1. Maintain acceptable attendance records
2. Be on time
3. Give timely notice of interruptions to work schedule
4. Follow rules and regulations of work schedule
5. 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

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

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

Local, state, or university library

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

- Guide to Incoterm
- Incoterm

- catalog of publications

- 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)
- Exportise

- 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 17234-0850
(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 Finance 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
- 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

**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

- 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
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Croner Publications
211 Jamaica Avenue
Queens Village, NY 11428

DC Heath and Company
125 S price 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
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
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. Ndyajunwwoha
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 Higer

Importing into the United States

Going International: How to Make Friends and Deal Effectively in the Global Marketplace by Copeland and Griggs
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 Vem 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 Soanogle

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

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
• catalog of publications

• 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

• 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

• Publications and reports on Alaska’s fisheries resources

• Publications and reports on Alaska’s resources

• International tourism statistics, marketing research, publications

• 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 and Japan: Perspectives of Past and Present
Alaska Seafood Marketing Institute
PO Box DX
Juneau, AK 99811
(907)586-2902

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

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

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

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

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

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

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

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

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

- Pacific Rim Telecommunications Network
- History-Social Science Framework for California Public Schools Kindergarten through Grade 12
- Catalog of resources
- Catalog of publications
- Trees and TV’s in the International Marketplace: A Basic Unit on International Trade
- Resources for global education catalog
- Beyond a Dream: An Instructor’s Guide for Small Business Exploration
- PACE Curriculum Materials
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
Open for Business
- 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

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

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

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

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

University of Hawaii Press
2840 Kolowalu Street
Honolulu, HI 96822

Washington Council on International Trade
Fourth and Vine Building
2815 Fourth Avenue, Suite 350
Seattle, WA 98121
(206)643-826

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

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

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

- publishes materials on global/international education
- International Business Video Tape Series
- International Education Curriculum
- assessment and collection of duties, taxes, and fees on imports, enforcement of customs and related laws, and administration of navigational laws and treaties.
- A Workbook for Your International Business
- catalog of publications including economic development and trade
- educational/cultural organization; presents conferences and seminars on trade issues
- Washington Exporter's Guide
- Washington State Importer's Guide
- services for state firms: export assistance, publications, and research
- Achieving Success in Small Business
- Entrepreneurship Training Components
- 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 2 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

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.
- 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 international trade.
- 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

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

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

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

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

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

Social Science Education Consortium
855 Broadway
Boulder, CO 80302

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

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

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

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)732-8806
<table>
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<tr>
<td>Alaska Business Monthly</td>
<td>Alaska Business Publishing Company</td>
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<td>PO Box 102696</td>
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<td>Anchorage, AK 99510</td>
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<td>Alaska Journal of Commerce</td>
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<td>Anchorage, AK 99501</td>
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<td>American Import-Export Bulletin</td>
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<td>545 Madison Avenue</td>
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<td>Asian Wall Street Journal</td>
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<td>San Mateo, CA 94403</td>
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<td>The Business Advocate</td>
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<td>Publications Fulfillment</td>
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<td>Washington, DC 20052</td>
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<td>Business America: The Magazine of International Trade</td>
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<td>Washington, DC 20402</td>
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<td>CBI Newsletter</td>
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<td>San Francisco, CA</td>
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<td>Commercial News USA</td>
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<td>East Asian Executive Reports</td>
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<td>Washington, DC 20004-2807</td>
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<td>(202)628-6900</td>
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</table>
Entrepreneur Magazine
American Entrepreneurs Association
2311 Pointius Avenue
Los Angeles, CA 90064
(213)478-0437

Europe-Magazine of the European Community
Europe
2100 M Street NW, Suite 707
Washington, DC 20037

Export Today
SIRCO International
733 15th Street NW, 7th floor
Washington, DC 20005
(202)737-1060

Far Eastern Economic Review
Ebsco Subscription Service
3 Waters Park Drive, Suite 211
San Mateo, CA 94403

Focus Japan
JETRO
McGraw-Hill Building, 44th Floor
1221 Avenue of the Americas
New York, NY 10020
(212)997-0400

Focus on Asian Studies Magazine
The Asia Society
725 Park Avenue
New York, NY 11021

Forbes
Forbes, Inc.
60 Fifth Avenue
New York, NY 10011

Fortune
Times, Inc.
1271 Avenue of the Americas
New York, NY 10020

Harvard Business Review
Harvard University
Graduate School of Business Administration
Soldiers Field Road
Boston, MA 02163

Inc. Magazine
Inc. Magazine
Box 2538
Boulder, CO 80322

Interchange: The Bi-Monthly Journal of International Trade
Applied Management Systems
International Systems
PO Box 1504
South Pasadena, CA 91030
(818)441-1124

International Business Review
US Chamber of Commerce
Publications Fulfillment
1615 H Street NW
Washington, DC 20062
<table>
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<th>Publication</th>
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| 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 66507  
(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    |
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

The Social Studies

Tomorrow's Business Leader

Trade Opportunities Program

UNIDO Newslet

US Export Weekly: International Trade Reporter

Venture: The Magazine for Entrepreneurs

Wall Street Journal

World Development Magazine

Special Books/Pamphlets

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

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

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

Heldref Publications
4000 Albermarle Street NW
Washington, DC 20016

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

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

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

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

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

Dow Jones and Company
Box 300
Princeton, NJ 08540

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

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

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

- Chase World Information Corporation
  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
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

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

Seal First 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


- 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
• Metric Laws and Practices in International Trade—Handbook for US Exporters
• 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
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<td>US Small Business Administration</td>
<td>1441 L Street NW, Room 501 A</td>
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- 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
- 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


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<td>EMC Publishing, 300 York Avenue, St. Paul, MN 55101</td>
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<td>Close Up Foundation</td>
<td>Educational Media Department C 383, Arlington, VA 22202</td>
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<td>155 West 72nd Street, New York, NY 10023</td>
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<td>Waukesha County Technical College</td>
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