

INTERNATIONAL BUSINESS

This event recognizes PBL members who demonstrate knowledge of the basic principles of management, marketing, and economics of international business.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- ownership and management
- legal issues
- communication (including culture and language)
- global business environment
- treaties and trade agreements
- marketing
- taxes and government regulations
- finance
- currency exchange
- human resource management