

**BUSINESS MANAGEMENT
AND ADMINISTRATION CLUSTER**

**INTERNATIONAL
BUSINESS
PATHWAY**



The International Business pathway provides students with a foundation of core concepts required to succeed in an international business environment. Students will learn essentials for working in an international business environment, managing a business, and owning a business. Key concepts emphasized include global awareness, spirit of entrepreneurship, and cultural competency. Students will also study real, specific, historical cases from international businesses over the years and analyze how those businesses have handled certain situations in foreign markets. Consequently, the use of case studies will allow students to use the knowledge gained to analyze and evaluate decisions made by real international businesses. At the end of this pathway, students will have developed the project management and business management skills that are the basis for developing and managing a business in an international market.

PATHWAY COURSES

- Introduction to International Business
- Global Awareness and Cultural Competency
- International Business Concepts

RECOMMENDED COURSES

- Accounting
- Business Law
- IB Business and Management
- Principles of Marketing
- Entrepreneurship
- Foreign Language

POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

TECHNICAL COLLEGES

- Business Administration
- Management
- Marketing
- Accounting
- Banking and Finance
- Paralegal Studies

COLLEGES/UNIVERSITIES

- International Business and Studies
- Global Marketing Management
- Entrepreneurial Studies

CAREER AND TECHNICAL STUDENT ORGANIZATIONS



- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School

TOP CAREERS CHOICES

International Marketing Manager
\$142,170 Annual Salary

Economist
\$107,196 Annual Salary

Foreign Exchange Trader
\$102,164 Annual Salary

Supply Chain Manager
\$88,227 Annual Salary

International Foreign Policy Advisor
\$69,826 Annual Salary

ADDITIONAL CAREER CHOICES

- Logistics Manager
- International Trade and Customs Manager
- Foreign Service Officer
- Trade Specialist
- Import/Export Coordinator
- Sales Executive
- International Accountant



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>



**CAREER
EXPLORATION
& Pathway Discovery**
CTAE Career Pathways / Fine Arts Pathways