Business and Social Sciences Department

Semester: 1 **2026-2027**

Grade Level	12	**Subject: International Business and Marketing**
Teacher's Name	Mrs. Duha Al-assaf and Mrs. Krupa Doddi	
Textbook	*International Business, 9th Edition* — Pearson	

Week #	Dates		Lesson Title / Pages	MOE Pillar / Standards
1	Aug 31	Sept 4	Welcome to International Business & Marketing – Course introduction, expectations & The Global Me activity	CTE.MSS.A.1.1
2	Sept 7	Sept 11	What Is International Business? – Scope, importance and role of international business (Ch. 1)	CTE.MSS.A.1.1
3	Sept 14	Sept 18	Globalization – Drivers, benefits, challenges and impact on businesses (Ch. 1–2)	CTE.MSS.A.1.1, A.1.6
4	Sept 21	Sept 25	Global Business Trends & Multinational Enterprises (Ch. 2–3)	CTE.MSS.A.1.1, A.1.6
5	Sept 28	Oct 2	Innovation & Global Competitiveness (Ch. 3)	CTE.MSS.A.1.6
6	Oct 5	Oct 9	The Global Business Environment – Political, economic and legal factors (Ch. 4)	CTE.MSS.A.1.5
7	Oct 12	Oct 16	**1st Semester Break**	
8	Oct 19	Oct 23	Culture & International Business – Cultural differences and business practices (Ch. 5)	CTE.MSS.A.1.8

9	**Oct 26**	**Oct 30**	Cross-Cultural Communication & Management (Ch. 5)	CTE.MSS.A.1.8
10	**Nov 2**	**Nov 6**	Business Ethics & Corporate Responsibility (Ch. 13	CTE.MSS.A.3.6
11	**Nov 9**	**Nov 13**	International Trade – Why countries trade (Ch. 6)	CTE.MSS.A.1.5, A.1.8
12	**Nov 16**	**Nov 20**	Imports, Exports & Global Trade (Ch. 6)	CTE.MSS.A.1.5, KPAS.10.15
13	**Nov 23**	**Nov 27**	International Trade Organizations & Agreements (Ch. 6)	CTE.MSS.A.1.5
14	**Nov 30**	**Dec 4**	International Trade Organizations & Agreements (Ch. 6)	CTE.MSS.KPAS.10.6, A.3.0
15	**Dec 7**	**Dec 11**	International Finance – The global financial environment (Ch. 7)	CTE.MSS.KPAS.10.6, A.3.0
16	**Dec 14**	**Jan 1**	**Winter Break for All Students**	
17	**Jan 4**	**Jan 8**	Foreign Exchange & Exchange Rates (Ch. 7)	CTE.MSS.KPAS.10.6, A.3.0
18	**Jan 11**	**Jan 15**	Global Financial Decision-Making (Ch. 7)	CTE.MSS.KPAS.10.6, A.3.0
19	**Jan 18**	**Jan 22**	**Semester 1 Exams**	
20	**Jan 25**	**Jan 29**	**Semester 1 Exams**	