

## FBLA HS International Business

Knowledge Area A: Basic International Concepts	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Define international business and explain terms and concepts related to international business and marketing.	EC:104 Discuss the global environment in which businesses operate (SP)	LAP-EC-104 Stretch Your Boundaries (The Global Business Environment)
2. Compare and contrast the types of economic systems.	EC:007 Explain the types of economic systems (CS)	LAP-EC-907 Who's the Boss? (Economic Systems)
3. List characteristics that define the various levels of economic development of countries.	EC:007 Explain the types of economic systems (CS) EC:116 Explain the impact of a country's economic development on world trade (SP)	LAP-EC-907 Who's the Boss? (Economic Systems)
4. Explain the impact international business has on consumers, business, and countries.	EC:104 Discuss the global environment in which businesses operate (SP)	LAP-EC-104 Stretch Your Boundaries (The Global Business Environment)
5. Define terms such as inflation, gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living.	EC:083 Describe the economic impact of inflation on business (SP) EC:017 Explain the concept of Gross Domestic Product (GDP) (SP)	LAP-EC-083 Up, Up, and Away (Inflation) LAP-EC-917 Measure Up? (Gross Domestic Product)
6. Discuss the role the U.S. has played in international trade throughout history.	EC:016 Explain the nature of global trade (SP) EC:115 Describe the impact of a country's history on world trade (SP)	LAP-EC-916 Beyond US (Global Trade)
7. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.	EC:001 Describe the concepts of economics and economic activities (CS)	LAP-EC-901 Are You Satisfied? (Economics and Economic Activities)

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8. Identify major trading regions and nations within those regions.	EC:112 Explain the impact of major trade alliances on business activities (SP)	
9. Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development.	EC:110 Explain cultural considerations that impact global business relations (SP) EC:045 Discuss the impact of cultural and social environments on global trade (SP) EC:111 Describe the impact of electronic communication tools (e.g., internet, video- and computer-conferencing, webcasts, email) on global business activities (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
10. Identify the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources.	EC:114 Explain the impact of geography on world trade (SP) EC:045 Discuss the impact of cultural and social environments on global trade (SP)	
11. Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business.	EC:110 Explain cultural considerations that impact global business relations (SP) EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
12. Compare and contrast international and domestic business and marketing activities.	EC:109 Discuss the impact of globalization on business (SP)	
13. Identify how economic issues (e.g., inflation, foreign debt, GD, PPP, interest rates, and cost of living) affect international business activities.	EC:116 Explain the impact of a country's economic development on world trade (SP)	
14. Explain the relationship between international events and business activities.	EC:109 Discuss the impact of globalization on business (SP)	

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15. Evaluate how the political environment and geographic location of a given country impact international business and how business operates.	EC:113 Describe the impact of the political environment on world trade (SP) EC:114 Explain the impact of geography on world trade (SP)	
16. Identify international trade partners and describe the trading patterns of companies based on region, state, and country.	EC:112 Explain the impact of major trade alliances on business activities (SP)	
<b>Knowledge Area B: Ownership and Management</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Identify types of ownership of selected businesses involved in international trade.	BL:003 Explain types of business ownership (CS)	LAP-BL-003 Own It Your Way (Types of Business Ownership)
2. Analyze the importance of entrepreneurs in an international market.	EN:041 Describe small-business opportunities in international trade (SP)	
3. Describe different organizational structures that a company might use in the international environment.	EC:103 Explain the organizational design of businesses (SP) SM:031 Describe organizational structures for managing foreign business activities (MN)	LAP-EC-103 Designed to Work (Organizational Design of Businesses)
4. Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and productions.	SM:029 Discuss the nature of global management (MN)	
5. Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays)	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)

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6. Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly, and oligopoly.	SM:048 Determine business's overall global strategy (ON)	
7. Identify risks and rewards related to doing business in a foreign market.	EC:109 Discuss the impact of globalization on business (SP)	
8. Describe the advantages and disadvantages of expansion into international business activities for a given business.	EC:109 Discuss the impact of globalization on business (SP)	
9. Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced.	EC:007 Explain the types of economic systems (CS)	LAP-EC-907 Who's the Boss? (Economic Systems)
10. Explain how social, cultural, and political factors affect the new product development process.	PM:278 Determine the impact of product standards' issues associated with global business (SP)	
11. List factors that affect international business competition.		
12. Describe various opportunities for conducting international business (e.g., licensing, exporting, franchising, and joint ventures).	BL:003 Explain types of business ownership (CS)	LAP-BL-003 Own It Your Way (Types of Business Ownership)
13. Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international business opportunities.	EN:041 Describe small-business opportunities in international trade (SP)	

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14. Describe the role and purpose of the International Organization for Standardization.		
15. Assess the impact of quality management standards, especially ISO 9000 and QS 9000, on the international business community.	OP:163 Identify quality-control measures (SP)	LAP-OP-163 Take Control (Quality-Control Measures)
<b>Knowledge Area C: Legal Issues</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Recognize the legal issues related to managing a business in the global environment.	BL:142 Discuss the nature and sources of international law (i.e., treaties and international customs) (MN) BL:143 Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (MN)	
2. Describe the difference between the legal systems of various countries and the U.S. (e.g., codes, statutes, and common law)	BL:143 Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (MN)	
3. Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.	BL:143 Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (MN)	
4. Appraise the protection provided to businesses by the components of international law.	BL:142 Discuss the nature and sources of international law (i.e., treaties and international customs) (MN)	

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<p>5. Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial systems, and repatriation.</p>		
<p>6. Identify the levels of regulation applied intellectual properties (e.g., copyrights, trademarks, and patents) in different countries.</p>	<p>BL:143 Discuss the nature and sources of foreign law (i.e., country judicial and legislative actions) (MN)</p>	
<p>7. Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures.</p>	<p>BL:144 Explain the impact of global legal systems on settling international business disputes (MN) BL:129 Explain the nature of legal recourse in resolving global business disputes (MN)</p>	
<p><b>Knowledge Area D: Communication (including culture and language)</b></p>	<p><b>MBA Research Performance Indicators</b></p>	<p><b>LAPs</b></p>
<p><b>Objectives</b></p>		
<p>1. Describe information systems and communications for international business.</p>	<p>EC:111 Describe the impact of electronic communication tools (e.g., internet, video-and computer-conferencing, webcasts, email) on global business activities (SP)</p>	
<p>2. Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally.</p>	<p>EC:110 Explain cultural considerations that impact global business relations (SP)</p>	
<p>3. Compose effective business communications based on an understanding of the differences in tone, style, and format of other countries.</p>	<p>CR:019 Adapt communication to the cultural and social differences among clients (CS)</p>	

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<p>4. Identify examples of nonverbal communications affecting international business relationships and negotiations.</p>	<p>EC:045 Discuss the impact of cultural and social environments on global trade (SP)</p>	<p>LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)</p>
<p>5. Discuss complications involved when speaking, writing, or interpreting a language incorrectly (introductions, American jargon).</p>	<p>EC:045 Discuss the impact of cultural and social environments on global trade (SP)</p>	<p>LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)</p>
<p>6. Identify distinctive social and cultural factors that affect business activities/etiquette in a multicultural environment (e.g., gender, time, schedules, holidays, gifts, and attire).</p>	<p>EC:045 Discuss the impact of cultural and social environments on global trade (SP)</p>	<p>LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)</p>

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<p>7. Compare the business protocol of various countries (e.g., involvement of subpopulations—women and minorities; gift giving)</p>	<p>EI:082 Explain the impact of business customs and practices on global trade (SP)                  EI:083 Describe the nature of business customs and practices in the North American market (SP)                  EI:084 Explain the nature of business customs and practices in Western Europe (SP)                  EI:117 Explain the nature of business customs and practices in Eastern Europe (SP)                  EI:085 Explain the nature of business customs and practices in Latin America (SP)                  EI:086 Describe the nature of business customs and practices in the Pacific Rim (SP)                  EI:087 Discuss the nature of business customs and practices in the Middle East (SP)                  EI:118 Explain the nature of business customs and practices in South Asia (SP)                  EI:119 Describe the nature of business customs and practices in Northern Africa (SP)                  EI:120 Discuss the nature of business customs and practices in Sub-Saharan Africa (SP)</p>	
<p>8. Describe how the process of negotiating may be affected by cultural differences.</p>	<p>EC:045 Discuss the impact of cultural and social environments on global trade (SP)</p>	<p>LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)</p>
<p>9. Describe the role and use of electronic communication tools (e.g., video and computer-conferencing, webcasts, podcasting, and blogging) in international business activities.</p>	<p>EC:111 Describe the impact of electronic communication tools (e.g., internet, video- and computer-conferencing, webcasts, email) on global business activities (SP)</p>	

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10. Analyze the effect of security measures and practices related to electronic business communication.		
<b>Knowledge Area E: Marketing</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Define international marketing and apply technical words that pertain to international marketing.	MK:001 Explain marketing and its importance in a global economy (CS)	LAP-MK-901 Have It Your Way! (Nature of Marketing)
2. Describe what a company must consider when marketing a product/service in other countries.	MP:002 Identify considerations in implementing global marketing strategies (MN)	
3. Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures.	MK:014 Explain factors that influence customer/client/business buying behavior (SP)	LAP-MK-014 Cause and Effect (Buying Behavior)
4. Describe how language, culture, media availability, and regulations affect international advertising and marketing.	PR:117 Explain considerations affecting global promotion (SP)	
5. Describe how consumer behavior and foreign markets can affect the elements of the marketing mix.	MP:002 Identify considerations in implementing global marketing strategies (MN)	

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<p>6. List the importance of marketing research and describe data collection methods appropriate for various international marketing research situations.</p>	<p>IM:448 Identify questionnaire design issues for international marketing research projects (MN)                      IM:438 Discuss sampling issues with international marketing research projects (SP)                      IM:010 Explain the nature of marketing research (SP)</p>	<p>LAP-IM-010 Seek and Find (Marketing Research)</p>
<p>7. Define the steps in the marketing research process—from defining a problem to communicating results.</p>	<p>IM:010 Explain the nature of marketing research (SP)</p>	<p>LAP-IM-010 Seek and Find (Marketing Research)</p>
<p>8. Identify promotion strategies that can be used to promote products internationally.</p>	<p>PR:117 Explain considerations affecting global promotion (SP)</p>	
<p>9. Explain how product packaging is affected by culture and how it may need to be altered before the product is marketed in a new environment.</p>	<p>QM:008 Describe product standards' issues associated with global business (SP)                      PM:278 Determine the impact of product standards' issues associated with global business (SP)</p>	
<p>10. Explain quality standards as they relate to product development and packaging.</p>	<p>QM:008 Describe product standards' issues associated with global business (SP)                      PM:278 Determine the impact of product standards' issues associated with global business (SP)</p>	
<p>11. Describe how the product life cycle can be affected in an international business environment.</p>	<p>PM:024 Identify the impact of product life cycles on marketing decisions (SP)</p>	<p>LAP-PM-024 Get a Life (Cycle) (Product Life Cycles)</p>

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12. Compare the pricing strategy for a product sold both domestically and internationally.	PI:002 Explain factors affecting pricing decisions (SP)	LAP-PI-902 Make Cents (Factors Affecting Selling Price)
13. Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets.	EC:100 Describe the determinants of exchange rates and their effects on the domestic economy (SP)	LAP-EC-100 Get Your Money's Worth (Exchange Rates)
14. Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs' brokers.	OP:480 Discuss global supply chain issues (SP)	**Just for You! OP:480, Discuss global supply chain issues
15. Contrast direct and indirect distribution channels for international marketing.	OP:508 Describe trends in international distribution systems (SP)	
16. Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, and perishability).	OP:506 Explain the scope of domestic and global transport systems (SP) OP:510 Explain international transportation and delivery system elements (SP)	
17. Describe shipping terms (e.g., FOB and CIF) and explain the purpose of shipping documents used for transporting products to other countries.	OP:480 Discuss global supply chain issues (SP)	**Just for You! OP:480, Discuss global supply chain issues
18. Explain how political risks can disrupt selling and buying across borders.	EC:113 Describe the impact of the political environment on world trade (SP)	
19. Design a marketing strategy for selling a product or a service in an international market.	MP:002 Identify considerations in implementing global marketing strategies (MN)	

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Knowledge Area F: Taxes and Government Regulations	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Differentiate between types of governments.		
2. Debate the various strategies governments use to control international trade.	BL:145 Explain the nature of import/export law (SP) BL:126 Describe the nature of customs regulations (SP) BL:004 Explain the nature of trade regulations (MN)	
3. Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance.	BL:145 Explain the nature of import/export law (SP)	
4. Discuss the impact of inflation and tax structures on international business decisions.	FI:767 Develop international tax strategies (MN)	
Knowledge Area G: Treaties and Trade Agreements	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Describe the economic effects of foreign trade.	EC:016 Explain the nature of global trade (SP)	LAP-EC-916 Beyond US (Global Trade)
2. Identify activities and risks associated with importing and exporting.	EC:016 Explain the nature of global trade (SP) BL:145 Explain the nature of import/export law (SP)	LAP-EC-916 Beyond US (Global Trade)
3. Discuss the benefits to countries for entering into trade agreements.	EC:112 Explain the impact of major trade alliances on business activities (SP)	

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4. Describe the basic structure of the U.S. Customs Service.	BL:126 Describe the nature of customs regulations (SP)	
5. Recognize the government's role and assistance in international trade.	BL:145 Explain the nature of import/export law (SP) BL:126 Describe the nature of customs regulations (SP) BL:004 Explain the nature of trade regulations (MN)	
6. Explain how historical events have contributed to the formation of strategic trade alliances.	EC:115 Describe the impact of a country's history on world trade (SP)	
7. Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives.	EC:016 Explain the nature of global trade (SP) BL:145 Explain the nature of import/export law (SP) BL:126 Describe the nature of customs regulations (SP) BL:004 Explain the nature of trade regulations (MN)	LAP-EC-916 Beyond US (Global Trade)
8. Describe several international trade agreements and organizations (e.g., WTO GATT, EU, NAFTA, and MERCOSUR).	EC:112 Explain the impact of major trade alliances on business activities (SP)	
9. Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction.	EC:016 Explain the nature of global trade (SP)	LAP-EC-916 Beyond US (Global Trade)
10. Analyze a country's balance of trade and the specific conditions that can improve its trading potential.	EC:116 Explain the impact of a country's economic development on world trade (SP)	

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11. Identify information and sources of financial assistance for facilitating the import/export process.		
12. Define procedures and documentation associated with foreign trade and the transportation of goods.		
13. Discuss how companies comply with U.S. customs regulations related to their product or service.	BL:126 Describe the nature of customs regulations (SP)	
<b>Knowledge Area H: Currency Exchange</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Identify factors that affect the value of currency and calculate foreign exchange rates of various currencies.	EC:100 Describe the determinants of exchange rates and their effects on the domestic economy (SP)	LAP-EC-100 Get Your Money's Worth (Exchange Rates)
2. Explain how currency exchange rates affect international trade and business transactions.	EC:100 Describe the determinants of exchange rates and their effects on the domestic economy (SP)	LAP-EC-100 Get Your Money's Worth (Exchange Rates)
3. Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible).	EC:100 Describe the determinants of exchange rates and their effects on the domestic economy (SP)	LAP-EC-100 Get Your Money's Worth (Exchange Rates)
4. Explain how fluctuating currency and interest rates affect international trade.	EC:100 Describe the determinants of exchange rates and their effects on the domestic economy (SP)	LAP-EC-100 Get Your Money's Worth (Exchange Rates)
<b>Knowledge Area I: Finance</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Define terms related to international finance.	FI:575 Explain the nature and scope of financial globalization (SP)	

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2. List sources of capital for international, transnational, multinational, and global companies.	FI:763 Explain the nature of international corporate finance (e.g., managing transaction exposure, financing international trade, etc.) (MN)	
3. Explain how a business finances trade with a business in another country.	FI:763 Explain the nature of international corporate finance (e.g., managing transaction exposure, financing international trade, etc.) (MN)	
4. Analyze the global impact of the stock and bond markets.		
5. Identify countertrade, offset, and noncash transactions in world trade.		
6. Describe the international monetary system, including the International Monetary Fund and the World Bank.	PD:202 Discuss the role of the World Bank Group in international financial assistance (MN)	
7. Identify essential components of payment documents used in payment for international trade activities.		
8. Critically examine equity and debt capital and their use in international businesses.	FI:763 Explain the nature of international corporate finance (e.g., managing transaction exposure, financing international trade, etc.) (MN)	
9. Compare the international financial institutions and markets.	FI:575 Explain the nature and scope of financial globalization (SP) PD:244 Discuss the nature of international investment strategies (SP)	

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10. Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange) and discuss strategies to minimize this risk.	RM:055 Discuss the nature of global risk (SP)	
11. Describe the impact of direct foreign investment on local economics.		
<b>Knowledge Area J: Human Resource Management</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Describe the different living and working conditions found in various countries.	EC:101 Explain labor issues associated with global trade (SP)	
2. Assess how social and cultural factors influence the human resource functions (e.g., recruitment selection; employee development; evaluation; compensation, promotion, benefit, and incentives; and separation, termination, and transition).	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
3. Identify how motivational techniques for workers may differ when used in different cultures.	EC:101 Explain labor issues associated with global trade (SP)	
4. Assess the impact of various occupational health and safety standards on conducting international business.	EC:101 Explain labor issues associated with global trade (SP)	
5. Analyze methods used to resolve management-labor conflicts in different cultures/countries.	EC:101 Explain labor issues associated with global trade (SP)	

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6. Explain the advantages and disadvantages to a company of having access to a global labor pool.	EC:101 Explain labor issues associated with global trade (SP)	
<b>Knowledge Area K: Ethics</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Objectives</b>		
1. Define ethics and social responsibility.	EC:106 Explain the nature of business ethics (SP)	LAP-EC-106 On the Up and Up (Business Ethics)
2. Identify ethical character traits and values shared by various cultures (e.g., honesty, integrity, compassion, and justice.)	EI:123 Describe the nature of ethics (CS)	LAP-EI-123 Rules to Live By (Nature of Ethics)
3. Explain how a country's culture, history, and politics can influence ethical decisions.	EC:110 Explain cultural considerations that impact global business relations (SP)	
4. Identify current and emerging ethical issues in the global business environment.	EC:140 Discuss the impact of bribery and foreign monetary payments on business (SP)	**Just for You! EC:140, Discuss the impact of bribery and foreign monetary payments on business
5. Identify pressures that international firms may face when dealing with ethical business issues.	EC:140 Discuss the impact of bribery and foreign monetary payments on business (SP)	**Just for You! EC:140, Discuss the impact of bribery and foreign monetary payments on business
6. Discuss potential consequences of unethical business dealings in various international settings.	EC:140 Discuss the impact of bribery and foreign monetary payments on business (SP)	**Just for You! EC:140, Discuss the impact of bribery and foreign monetary payments on business
7. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.		

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Knowledge Area L: International Travel	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Describe the major types of agreements among countries that affect travel.		
2. Use technology and international travel resources to access information on international travel (e.g., travel restrictions and health requirements, transportation, travel documents, etc.).		
3. Identify the requirements for securing travel and employment documents.	EC:141 Identify requirements for international business travel (e.g., passport, visa, proof of citizenship, immunizations, and sponsorship letters) (SP)	
4. Identify and locate major U.S. representational offices and sources of assistance located abroad.		
5. Explain the role of U.S. Customs and the customs agencies of other countries.		
6. Assess risk involved in international business travel.		
Knowledge Area M: Career Development	MBA Research Performance Indicators	LAPs
<b>Objectives</b>		
1. Identify sources of international career information.		
2. Research and analyze career opportunities in international business.		

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<p>3. Describe the skills and qualifications needed for success in the international business career path.</p>		
<p>4. Compare the application, interview, and hiring practices of various cultures.</p>		

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