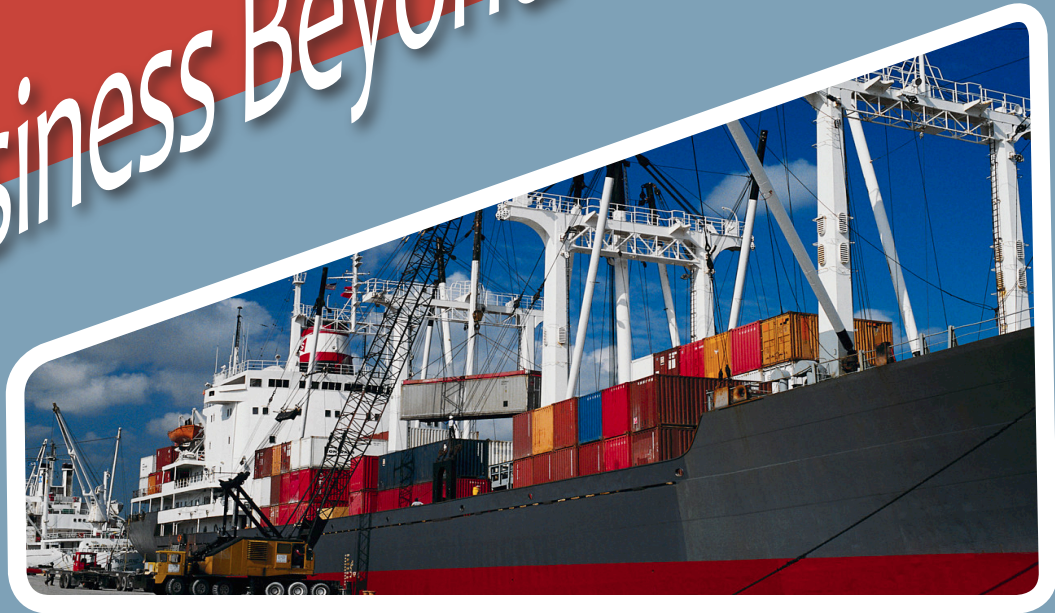




# Business Beyond Borders

Ponte Vedra High School's Academy of International Business and Marketing will focus on logistics and offer two strands: International Business and International Marketing. Students will also study Spanish or Chinese.



Students receive exciting hands-on training in an integrated academic and business curriculum that prepares them for college and a career in the international business community.

- One-third of U.S. corporate profits are now generated through international corporate business.
- One in six Americans owe their employment to foreign trade.
- People who can communicate across borders culturally are more likely to achieve business success.
- Since cultural differences can undermine business relationships, more firms than ever are training their traveling executives in international protocol.

- The world is getting smaller, and it is likely that you will be traveling to a foreign country during your lifetime.
- If the world were a village of 1000 people, the village would be made up of 590 Asians, 123 Africans, 95 Europeans, 84 Latin Americans, 55 former Soviet Union members, and 53 North Americans.



## Why International Business?

- Just "Business" isn't enough-97% of our global population is outside the U.S.



## Academy Partners

- |                                   |                             |            |
|-----------------------------------|-----------------------------|------------|
| LandStar                          | University of North Florida | Ring Power |
| St. Johns River Community College |                             | JAXPORT    |
| National Safety Commission        |                             |            |

# THE FUTURE IS YOURS. GET READY.

Career Academies are unique “schools-within-schools” that offer structured, personalized learning through career-related classes with a focus on technical skills. The exciting opportunities for students offer them a chance

to succeed academically while getting a leg up towards their career goals. Students prepare for college and a career by enrolling in advanced academic and technical courses. Students will gain a skill they will keep for a lifetime... it’s

like choosing a college major. Plus, Career Academy students go to college more often than other kids.

Solid academics and career skills... That’s what Career Academies are all about.



## Academy of International Business and Marketing Advisory Board

University of North Florida  
St. Johns River Community College  
LandStar  
JAXPORT  
National Safety Commission

## Staff

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