



DON MILLS COLLEGIATE INSTITUTE

COURSE INFORMATION AND ACKNOWLEDGEMENT



Department:	BCCET – BUSINESS, COMPUTERS, COMMUNICATIONS, AND EXPLORING TECHNOLOGIES ☎ (416) 395-3190 Room 103
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Course Name:	International Business Fundamentals	Course Code:	BBB4M1
Course Destination:	University/ College	Grade	12

Prerequisite:	NONE	OR	Recommended Preparation:	Positive attitude, on time for class, acknowledgement of lab expectations. Student should bring a binder with lined and blank paper and writing materials to class everyday, neatly assembling notes behind a title page for the course. USB sticks advised. Bring textbook daily.
Teacher:	Mr. Bruce Elliott Mr. David Oppenheimer		Email:	Bruce.Elliott@tdsb.on.ca David.Oppenheimer@tdsb.on.ca

Course Description:	This course provides an overview of the importance of international business and trade in the global economy and explores the factors that influence success in international markets. Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively. This course prepares students for postsecondary programs in business, including international business, marketing, and management.
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Textbook(s):	Replacement Cost:	Materials/Fee/Deposit:	Replacement Cost:
Fundamentals of International Business – Thompson Publishing, Textbook with Digital Companion	\$95		

Units of Study:	Business, Trade, and the Economy
	The Global Environment for Business
	Factors Influencing Success in International Markets
	Marketing Challenges and Approaches, and Distribution
	Working in International Markets
	Summative

OVERALL EXPECTATIONS:

Business Trade and the Economy

BTV.01: demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;

BTV.02: analyse the impact of international business activity on Canada's economy;

BTV.03: demonstrate an understanding of how international business and economic activities increase the interdependence of nations

The Global Environment for Business

GBV.01: analyse ways in which Canadian businesses have been affected by globalization;

GBV.02: demonstrate an understanding of the factors that influence a country's ability to participate in international business;

GBV.03: assess the effects of current trends in global business activity and economic conditions.

Factors Influencing Success in International Markets

IMV.01: analyse the ways in which cultural factors influence international business methods and operations;

IMV.02: assess the ways in which political, economic, and geographic factors influence international business methods and operations;

IMV.03: identify and describe common mistakes made by businesses in international markets;

Marketing Challenge and Approaches and Distribution

MCV.01: assess the challenges facing a business that wants to market a product internationally;

MCV.02: compare the approaches taken by various companies to market their products internationally;

MCV.03: demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national and international markets

Working in International Markets

WMV.01 : analyse the ways in which ethical considerations affect international business decisions;

WMV.02 : assess the working environment in international markets;

WMV.03 : demonstrate an understanding of the process for crossing international borders as it relates to international business.

ASSESSMENT OF STUDENT ACHIEVEMENT:

As reflected in the Ontario Ministry of Education “Growing Success: Assessment, Evaluation and Reporting” Document, the purpose of assessment is for student learning and can be both “assessment as learning” and “assessment for learning.” In addition: Ontario Curriculum, Grades 9 to 12, Business Education, 2009.

Assessment of student achievement is based on the following categories:

Categories	
<ul style="list-style-type: none"> • Knowledge and Understanding – 30% 	<ul style="list-style-type: none"> • Communication – 20%
<ul style="list-style-type: none"> • Thinking – 20% 	<ul style="list-style-type: none"> • Application – 30%
Levels of Achievement	
LEVEL 4 (80-100%)	<ul style="list-style-type: none"> • A very high to outstanding level of achievement. Achievement is above the provincial standard.
LEVEL 3 (70-79%)	<ul style="list-style-type: none"> • A high level of achievement. Achievement is at the provincial standard. A student achieving at this level should be well prepared for work in the next grade level or the next course.
LEVEL 2 (60-69%)	<ul style="list-style-type: none"> • A moderate level of achievement. Achievement is below, but approaching, the provincial standard.
LEVEL 1 (50-59%)	<ul style="list-style-type: none"> • A passable level of achievement. Achievement is below the provincial standard.
BELOW 50%	<ul style="list-style-type: none"> • Insufficient achievement of curriculum expectations. A credit will not be granted.

A. Calculation of Final Mark:

70% term (ongoing term evaluation) + **30%** final summative assessments (15% summative project submission + 15% Exam = **100%**

B. Reporting of Learning Skills and Work Habits

The learning skills and Work Habits that will be assessed are:

Responsibility Organization Independent Work
 Collaboration Initiative Self-Regulation

These will be reported on the Provincial Report Card by using the following categories:

Excellent (**E**) Good (**G**) Satisfactory (**S**) Needs Improvement (**N**)

C. For grades 9 & 10 the code “I” may be used to indicate insufficient evidence for a percentage grade.

EXPECTATIONS OF DEPARTMENT:

1. Homework:

Completion of homework on a regular basis is an essential component of all courses at Don Mills C. I.

2. Attendance/Evaluation Policy:

A: Attendance: Students are expected to make up any work missed due to absences, regardless of the reason. Extended absences are to be avoided unless absolutely necessary. Extended absences invariably lead to academic penalty and potential loss of credit. All extended absences must be confirmed by the student with the appropriate Vice-Principal prior to the absence.

B: Evaluation Policy: Students must inform the teacher **before** the due date of any evaluation, of an anticipated absence. A student who is absent from an evaluation must bring appropriate documentation explaining that absence. Students are expected to write a missed test on the day of their return.

C: Final Evaluation: Medical certificates are required in case of absence from final evaluation.

3. Late and Missed Assignments:

Students are responsible for providing evidence of their achievement. A teacher's professional judgement will be used to determine appropriate strategies to help prevent late or missed assignments.

Consequences for late assignments:

Grades 9-10

A deduction of **5%** for every day an assignment is late, up to and including the full value of the assignment.

Grades 11-12

A deduction of **10%** for every day an assignment is late, up to and including the full value of the assignment.

4. Academic Honesty and Consequences of Cheating (Plagiarism):

Students caught cheating or plagiarizing will receive as a minimum penalty, a mark of zero on the test, quiz, assignment or exam. Cases of plagiarism will be reported to administration.

5. Submission of Assignments:

All assignments are to be submitted to the teacher during class on the due date.

6. Student Behaviour

Students will follow the rules in the student agenda. Students will be responsible for the equipment they use, and consider safety at all times.

COMPUTER LAB POLICIES:

Labs can only be used under the direct supervision of a teacher. If no teacher is available for supervision, the labs will be closed.

Students are not permitted to download or copy any software onto the computers.

Students are to save files in their personal network area (H:) or USB, but never on a local hard drive (C:). Students are to use the labs to work on assignments only.

You are not to use or access any social networking such as MSN, Facebook, YouTube, Hotmail, etc. unless you have been permitted on a per use basis by your teacher. If you are unsure about what is allowed ask your teacher prior to accessing certain sites.

You are not to access computer gaming, violent, sexually explicit or any other inappropriate internet site.

Students are not to change desktop settings including screensavers, wallpaper, shortcuts, resolution, additions and deletions.

Students are not permitted to use phones in class, although music players may be allowed by the teacher while you are working on an assignment. If personal electronic devices are used in the classroom without authorization from the teacher they will be confiscated for at least the rest of the school day.

Students are not permitted to touch cable connections in any lab or disassemble equipment without teacher approval.

Students are to report malfunctioning, missing, or damaged equipment or furniture to the teacher as soon as it is discovered. You are attached to work on one computer. If there is damage, school staff will assume you have done the damage unless you call attention to it immediately.

Students are to keep work areas neat and tidy. All books and disks are to be returned as directed. Waste paper is to be recycled neatly in the bins provided. Garbage is to be placed in appropriate receptacles.

Students are to return their chairs to the work desks at the end of the class. Chairs are to be stacked at the end of the day to help the cleaning staff.

No food or drinks are permitted anywhere near the computers.

Computers are always to be left ON, however the MONITORS can be turned off.

Log off your Windows session at the end of each class by properly shutting down applications.

The standard consequences for not following these policies are suspension of computer privileges and being invoiced for any damaged equipment.

BBB4U1 Course Units, Detailed:

1. Course Organization, Basic Experiential Learning Skills

- Course Routines
- Utilization of Website / Digital Companions, Class Calendar
- Keyboarding
- Ergonomics
- Title Page Creation and Binder Organization
- Library Orientation, Evaluating Websites, Effective Searching

2. Business, Trade and the Economy

- demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business (IB);
- analyze the impact of international business activity on Canada's economy;
- demonstrate an understanding of how IB and economic activities increase the interdependence of nations.

3. The Global Environment for Business

- analyze ways in which Canadian businesses have been affected by globalization;
- demonstrate an understanding of the factors that influence a country's ability to participate in IB;
- assess the effects of current trends in global business activity and economic conditions.

4. Factors Influencing Success in International Markets

- analyze the ways in which cultural factors influence international business methods and operations;
- assess the ways in which political, economic, and geographic factors influence IB methods and operations;
- identify and describe common mistakes made by businesses in international markets;
- evaluate the factors currently affecting the international competitiveness of Canadian businesses

5. Marketing Challenges and Approaches, and Distribution

- assess the challenges facing a business that wants to market a product internationally;
- compare the approaches taken by various companies to market their products internationally;
- demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.

6. Working in International Markets

- analyze the ways in which ethical considerations affect international business decisions;
- assess the working environment in international markets;
- demonstrate an understanding of the process for crossing international borders as it relates to IB.

7. Summative Elements (30% OF FINAL MARK)

- Project submission (15%)
- Exam (15%)

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Teacher:	Mr. Bruce Elliott Mr. David Oppenheimer	Email:	Bruce.Elliott@tdsb.on.ca David.Oppenheimer@tdsb.on.ca

ACKNOWLEDGEMENT FORM

Dear Student and Parent / Guardian:

Together we can achieve success through open communication. I encourage an open dialogue regarding course expectations, assignments and behaviour. Your student will have regular homework from this course, if only to review their notes or reflect. They must keep a neat organized binder. They should make every effort to show up on time and have good attendance.

Please encourage them to be aware of the value of business knowledge at home and in their community. This can be done through helping with home finance chores, having a bank account setup and learning to save, reading business newspapers and magazines, and investigating careers in business independently. Encourage students to begin learning skills for professional communications in business settings (proper phone, professional greeting and email behaviours).

Please sign below indicating that this course outline has been reviewed. Please indicate parent email contact information below so that you can receive class schedule updates and files students may need to complete homework, as well as to begin direct communication with the teacher. I look forward to an interesting semester at Don Mills and I appreciate your support. While 18 year-old students are able to sign forms legally, it is appreciated that parents / guardians sign this agreement. Please plan to come to parent's night, or ask questions about your student to the teacher via email. Please feel free to contact the teacher with any concerns you may have about your student's progress in the course.

Please Print

Student Name: _____

Student Signature: _____

Student Email: _____

Date: _____

Parent / Guardian Name: _____

Parent / Guardian Signature: _____

Parent / Guardian Phone: _____ (Day)

_____ (Evening)

Parent / Guardian Email: _____

Please return this acknowledgement form to your classroom teacher as soon as possible.