**Birchmount Park Collegiate**

**2019/2020**

**Teacher: Mr. A. Pargassingh**

**Course**: International Business (BBB4M1)

**Birchmount Park C.I. staff believes that all students can be successful in earning credits. Varied and differentiated approaches to course work and assessments/ evaluations will be utilized to support all students.**

# 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.

# Learning Strategies

A variety of teaching/learning strategies will be used throughout this course. They include:

* Activity-based strategies - carousel, oral presentations, debates, retelling, etc.
* Co-operative learning strategies - discussions, jigsaws, think-pair-share, numbered heads, etc.
* Direct-instruction strategies - advanced organizers, cloze, conferencing, demonstrations, etc.
* Independent learning strategies - homework, note-taking, portfolio, reports, logs, etc.
* Inquiry and research models - research process, inquiry process, etc.
* Technology applications - graphics, databases, spreadsheets, media presentations, etc.
* Thinking-skill strategies – brainstorming, concept mapping, visual/graphic organizers, etc.

**Learning Skills**

Since the over-riding aim of this course is to develop computer literacy in all students, a wide variety of instructional strategies are used to provide learning opportunities to accommodate a variety of learning styles, interests and ability levels.

**Course Strands & Overall Expectations:**

This course is divided into five strands:

1. **Business Trade and the Economy**
   1. Demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;
   2. Analyze the impact of international business activity on Canada’s economy;
   3. Demonstrate an understanding of how international business and economic activities increase the interdependence of nations.

1. **Global Environment for Business**
   1. Identify ways in which Canadian businesses have been affected by globalization;
   2. Demonstrate an understanding of the factors that inﬂuence a country’s ability to participate in international business;
   3. Assess the effects of current trends in global business activity and economic conditions.
2. **Factors Inﬂuencing Success in International Markets**
   1. Analyze the ways in which cultural factors inﬂuence international business methods and operations;
   2. Assess the ways in which political, economic, and geographic factors inﬂuence international business methods and operations;
   3. Identify and describe common mistakes made by businesses in international markets;
   4. Evaluate the factors currently affecting the international competitiveness of Canadian businesses
3. **Marketing Challenges and Approaches, and Distribution**
   1. Assess the challenges facing a business that wants to market a product internationally;
   2. Compare the approaches taken by various companies to market their products internationally;
   3. Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.
4. **Working in International Markets**
   1. Analyze the ways in which ethical considerations affect international business decisions;
   2. Assess the working environment in international markets;
   3. Demonstrate an understanding of the process for crossing international borders as it relates to international business.

**Assessment and Evaluation**

Students will be evaluated against the overall expectations of this course, with respect to the categories of **Knowledge and Understanding, Application, Communication**, **Thinking** and **Inquiry** as specified in the Ministry of Education’s achievement chart for business studies. Students will receive ongoing feedback and will be given opportunities to improve their performance.

**The final mark for the course is comprised of 70% term work and 30% summative performance tasks.**

**Board/School Policies**

* all students are expected to be in class:
* on time and prepared with binder, paper, and writing materials;
* with a positive attitude towards participation and cooperative learning;
* with assignments completed and cared for;
* all assignments will have a specific due date clearly noted and/or discussed
* students are expected to submit their assignments by the stipulated deadline. Consideration will be given to those students who are unable to meet the deadline due to extenuating circumstances.
* If an assignment has been discussed or returned to the class, a student cannot submit this assignment thereafter.
* Please see agenda for the school’s policy on PLAGIARIZED WORK.