# bethunelogo Birchmount Park Collegiate Institute

# Teacher Names:

**Course**: Introduction to Business (BBI2O1)

**Office:** Business

**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 introduces students to the world of business. Students will develop an understanding of the functions of business, including accounting, marketing, information and communication technology, human resources, and production, and of the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

# 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 four strands:

1. **Business Fundamentals**
2. demonstrate an understanding of how businesses respond to needs, wants, supply, and

demand;

1. compare types of businesses;
2. demonstrate an understanding of ethics and social responsibility in business;
3. demonstrate an understanding of the benefits and challenges for Canada in the field of

international business.

1. **Functions of Business**
2. explain the role of production in business;
3. explain the role of human resources in business;
4. demonstrate an understanding of sound management practices in business;
5. demonstrate an understanding of the importance and role of marketing in business;
6. demonstrate an understanding of the importance and role of accounting in business;
7. demonstrate an understanding of the importance and role of information and communication technology in business.
8. **Finance**
9. demonstrate an understanding of income and spending issues facing individuals and

businesses;

1. demonstrate an understanding of how banks and other financial institutions operate;
2. demonstrate an understanding of effective investment practices;
3. analyse the role and importance of credit in personal and business finance.
4. **Entrepreneurship**
5. describe characteristics and skills associated with successful entrepreneurs and demonstratean understanding of the contributions to Canadian business of selected entrepreneurs;
6. analyse the importance of invention and innovation in entrepreneurship.

**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**, and **Thinking** **and Inquiry** as specified in the Ministry of Education’s achievement chart. 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 complete 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.
* However, 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.