

GEORGE S. HENRY ACADEMY
February - June 2024

PROGRAM AREA: Business Studies	COURSE NAME: International Business Fundamentals
COURSE CODE: BBB4M	GRADE/LEVEL: Grade 12, University Preparation
PREREQUISITE: Any university or university /college preparation course in Business Studies, Canadian and World Studies, English, or Social Sciences and Humanities	CREDIT VALUE: 1.0
TEACHER: Mrs. Tabitha MacNeil	CONTACT DETAILS: tabitha.macneil@tdsb.on.ca
TEXTBOOKS/RESOURCES: <i>Fundamentals of International Business</i> **cost of textbook replacement: \$100.00 (if lost or damaged)**	

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.

CURRICULUM STRANDS (UNITS) and OVERALL EXPECTATIONS:

The course has five strands. Instruction and learning related to the expectations in strand A are to be interwoven with instruction and learning related to expectations from the other four strands B–E.

Strand A – Business, Trade and the Economy

A1. Terminology, Concepts, and Business Communication Practices: demonstrate an understanding of terminology, concepts, and basic communication practices related to international business

A2. The Impact of International Business on Canada: analyse the impact of international business activity on Canada's economy

A3. International Interdependence: demonstrate an understanding of how international business and economic activities increase the interdependence of nations

Strand B – The Global Environment for Business

B1. Effects of Globalization on Canadian Business: analyse ways in which Canadian business have been affected by globalization

B2. Factors Influencing Participation in International Business: demonstrate an understanding of the factors that influence a country's ability to participate in international business

B3. Effects of Trends: assess the effects of current trends in global business activity and economic conditions

Strand C – Factors Influencing Success in International Markets

C1. Cultural Factors: analyse the ways in which cultural factors influence international business methods and operations

C2. Political, economic, and Geographic Factors: assess the ways in which political, economic, and geographic factors influence international business methods and operations

C3. Avoiding Common Mistakes: identify and describe common mistakes made by businesses in international markets

C4. Canada's International Competitiveness: evaluate the factors currently affecting the international competitiveness of Canadian business.

Strand D – Marketing Challenges and Approaches, and Distribution

D1. Marketing Challenges: assess the challenges facing a business that wants to market a product internationally

D2. Marketing Approaches: compare the approaches taken by various companies to market their product internationally

D3. Distribution and Logistics: demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets

ASSESSMENT AND EVALUATION:

Assessment and Evaluation are based on the expectations and levels of achievement outlined in the provincial curriculum document for each subject. A wide range of assessment and evaluation opportunities allows students to demonstrate their learning in a variety of ways. This information provides the basis for reporting student grades on the Provincial Report Card. A final mark will be calculated using the following categories:

Communication 20%	Knowledge and Understanding 20%	Thinking and Inquiry 10%	Application 20%
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Formative Evaluation:

(70% of the final mark will be based on evaluations conducted throughout the course) All four achievement categories will not necessarily be evaluated in each evaluation task.

Summative Evaluation:

(30% of the final mark will be based on a final evaluation in the form of culminating activities). Summative evaluations will be assessed using the same percentage breakdown of achievement chart categories as shown above.

Components of Summative Evaluation:

- Final Culminating and Final Exam - June TBD date = 30%

Students' Responsibilities for Assessments:

Students are responsible for providing evidence of their learning within established timelines, and there are consequences for cheating, plagiarizing, not completing work, and submitting work late.

Missed Assessments

1. Students who know ahead of time that they will miss an assessment are expected to discuss the situation beforehand with Mr. Sloan to avoid getting a zero on the assessment that they have missed.
2. Students who miss an assessment (test, quiz, presentation, assignment, summative) for an unauthorized reason will lose the opportunity to complete the assessment and will receive a mark of zero for the assessment.

Learning Skills:

The report card provides a record of the learning skills, demonstrated by the student in every course in the following six categories: Works Independently, Teamwork, Organization, Work Habits/Homework, Initiative and Self-Regulation. The learning skills are evaluated using a four-point scale (E-Excellent, G-Good, S-Satisfactory, N-Needs Improvement).