



GEORGE S. HENRY ACADEMY COURSE OUTLINE

International Business Fundamentals, Grade 12



COURSE NAME	International Business Fundamentals	GRADE	12
COURSE CODE	BBB4M	CREDIT VALUE	1.0
TEACHER	L. Giang	DEPARTMENT	Soc/Glob/Bus
PREREQUISITE	None		

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.

OVERALL EXPECTATIONS:

By the end of this course, students will:

- demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;
- analyse the impact of international business activity on Canada's economy;
- demonstrate an understanding of how international business and economic activities increase the interdependence of nations;
- analyse 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 international business;
- assess the effects of current trends in global business activity and economic conditions;
- analyse the ways in which cultural factors influence international business methods and operations;
- assess the ways in which political, economic, and geographic factors influence international business 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;
- 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;
- analyse 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 international business.

TEXTBOOK(S)	REPLACEMENT COST
Fundamentals of International Business: A Canadian Perspective	\$80



COMMUNICATION

Please direct all questions or concerns regarding student progress or program of study to the classroom teacher. The department number is 416-395-3240 ext. 20075.

EVALUATION OF STUDENT ACHIEVEMENT:

Evaluation of student achievement is based on the following categories:

COURSE WORK 70%	PERCENTAGE	CULMINATING/EXAM 30%	PERCENTAGE
• Knowledge	17.5%	• Exam	15%
• Thinking	17.5%	• Culminating	15%
• Communication	17.5%		
• Application	17.5%		

UNITS OF STUDY & EVALUATION TASKS

70% Course Work: 30% Culminating/Exam



EVALUATION TASK	ACHIEVEMENT CHART EVALUATION
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Unit 1: Introduction to International Trade

Mid-Unit Test	KTCA
End of Unit Test	KTCA
Unit Assignment	KTCA

Unit 2: Culture, Politics, and Economics

Mid-Unit Test	KTCA
End of Unit Test	KTCA
Unit Assignment	KTCA

Unit 3: Trade Organizations and Social Responsibility

Mid-Unit Test	KTCA
End of Unit Test	KTCA
Unit Assignment	KTCA

Unit 4: Marketing and Logistics

Mid-Unit Test	KTCA
End of Unit Test	KTCA
Unit Assignment	KTCA

Unit 5: Canada's Role in International Business

Mid-Unit Test	KTCA
End of Unit Test	KTCA
Unit Assignment	KTCA

Final 30 % Unit 6 - Culminating Activity:

Culminating	KTCA
Examination	KTCA

