



GEORGE S. HENRY ACADEMY COURSE OUTLINE

Introduction to Business, Grade 10



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| COURSE NAME | Introduction to Business | GRADE | 10 |
| COURSE CODE | BBI20 | CREDIT VALUE | 1.0 |
| TEACHER | L. Giang | DEPARTMENT | Soc/Glob/Bus |
| PREREQUISITE | None | | |

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.

OVERALL EXPECTATIONS:

By the end of this course, students will:

- demonstrate an understanding of how businesses respond to needs, wants, supply, and demand;
- compare types of businesses;
- demonstrate an understanding of ethics and social responsibility in business;
- demonstrate an understanding of the benefits and challenges for Canada in the field of international business;
- explain the role of production;
- explain the role of human resources in business;
- demonstrate an understanding of sound management practices in business;
- demonstrate an understanding of the importance and role of marketing in business;
- demonstrate an understanding of the importance and role of accounting in business;
- demonstrate an understanding of the importance and role of information and communication technology in business;
- demonstrate an understanding of income and spending issues facing individuals and businesses;
- demonstrate an understanding of how banks and other financial institutions operate;
- demonstrate an understanding of effective investment practices;
- analyse the role and importance of credit in personal and business finance;
- describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;
- analyse the importance of invention and innovation in entrepreneurship.

| TEXTBOOK(S) | REPLACEMENT COST |
|--|------------------|
| The World of Business, 5 th Edition | \$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: Business Fundamentals

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| Business Fundamentals Assignment | KTCA |
| Apprentice Reflection | KTCA |
| Newspaper Presentation | KTCA |
| Mini Mid-Unit Test | KTCA |
| End-Unit Test | KTCA |

Unit 2: Functions of a Business

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| Functions of a Business Assignment | KTCA |
| Apprentice Reflection | KTCA |
| Mini Mid-Unit Test | KTCA |
| End-Unit Test | KTCA |

Unit 3: Entrepreneurship

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| Entrepreneurship Assignment | KTCA |
| Apprentice Reflection | KTCA |
| Mini Mid-Unit Test | KTCA |
| End-Unit Test | KTCA |

Unit 4: Finance

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| Finance Assignment | KTCA |
| Apprentice Reflection | KTCA |
| Mini Mid-Unit Test | KTCA |
| End of Unit Test | KTCA |

Final 30 % Unit 6 - Culminating Activity:

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| Culminating | KTCA |
| Examination | KTCA |

