

Sir John A. Macdonald Collegiate Institute Course Brief

Course Name	International Business	Grade	12
Course Code	BBB4M	Credit Value	1.0
Pre-Requisite	None	Or Recommended Pre-Requisite	None
Type of Course	University/College		

TEXTBOOKS	REPLACEMENT COST (if lost or damaged)
Fundamentals of International Business	\$74.95
A Canadian Perspective	
ADDITIONAL RESOURCES/LEARNING MATERIALS	REPLACEMENT COST (if lost or damaged)
N/A	N/A

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. This course is organized around the preparation of a comprehensive Export Plan that is relevant to all units in the course.

Curriculum Strands/Categories (this may differ depending on discipline and level)

Knowledge and Understanding: Subject-specific content acquired in each grade/course (knowledge), and the comprehension of its meaning and significance (understanding)

Thinking: The use of critical and creative thinking skills and/or processes

Communication: The conveying of meaning through various forms

Application: The use of knowledge and skills to make connections within and between various contexts

Assessment and Evaluation of Student Achievement *

Unit	Unit Title/Description	Evaluation Task	Achievement Chart Focus
Unit 1	Business, Trade and the Economy	Analysis and Presentation of Current articles Evolution of Trade Assignment, Comprehensive Test(s) Part of Export Plan	Knowledge and Understanding, Thinking, Communication, Application (hereinafter "KUTCA")
Unit 2	The Global Environment for Business	Multi-National Presentation, Comprehensive Test(s); media analysis Part of Export Plan	KUTCA
Unit 3	Factors Influencing Success in International Markets	Comprehensive Test(s); media analysis Part of Export Plan	KUTCA
Unit 4	Marketing Challenges, Approaches and Distribution	Comprehensive Test(s); media analysis Part of Export Plan	KUTCA
Unit 5	Working in International Markets will be covered in other units of the course where relevant	All parts of Export Plan; media analysis	KUTCA

Unit 6	Culminating Activities	International Marketing Plan based on Export Plan, Presentation of International Marketing Plan, Critical Analysis of other Export Plans Comprehensive Multiple Choice Knowledge focused Test/Exam	KUTCA
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*Evaluation tasks are subject to change

Levels of Achievement

For Grades 9 to 12, a student's achievement of the overall curriculum expectations will be evaluated in accordance with the achievement charts in the provincial curriculum and will be reported using percentage marks.

Achievement Level	Percentage Mark Range	Achievement Description
HL4/L4+ L4 LL4/L4-	95 – 100 87 – 94 80 – 86	Level 4 identifies achievement that surpasses the provincial standard. The student demonstrates the specified knowledge and skills with a high degree of effectiveness.
HL3/L3+ L3 LL3/L3-	77 – 79 73 – 76 70 – 72	Level 3 represents the provincial standard for achievement. The student demonstrates the specified knowledge and skills with considerable effectiveness. Parents of students achieving at level 3 can be confident that their children will be prepared for work in subsequent grades/courses
HL2/L2+ L2 LL2/L2-	67 – 69 63 – 66 60 – 62	Level 2 represents achievement that approaches the provincial standard. The student demonstrates the specified knowledge and skills with some effectiveness. Students performing at this level need to work on identified learning gaps to ensure future success.
HL1/L1+ L1 LL1/L1-	57 – 59 53 – 56 50 – 52	Level 1 represents achievement that falls much below the provincial standard. The student demonstrates the specified knowledge and skills with limited effectiveness. Students must work at significantly improving learning in specific areas, as necessary, if they are to be successful in the next grade/course

Students who achieve below 50% have not met curriculum expectations; a credit will not be granted.

Learning Skills	Assessment of Learning Skills
Responsibility Organization Independent Work Collaboration Initiative Self-Regulation	Excellent (E) Good (G) Satisfactory (S) Needs Improvement (N)

Weighting by Strands/Categories			
Knowledge and Understanding	30	Communication	20
Thinking	20	Application	30

Assessment and Evaluation Strategies: the following is a list of potential A/E strategies used within the course; the list may not be exhaustive and is subject to change

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| → Classroom Discussion | → Think Pair Share | → Exercises |
| → Jigsaw | → Website Analysis | → Article Analysis |
| → Presentations | → Skits | → Posters |
| → Quizzes | → Test | → Scrapbooks |
| → Brochure | | |

CALCULATION OF FINAL MARK

- 70% for evaluations conducted throughout the course
- 30% for a Culminating Activity – the C/A will occur in the final 6 weeks of the course