

**SIR JOHN A. MACDONALD COLLEGIATE INSTITUTE COURSE BRIEF**

<b>Course Name</b>	Introduction to Business	<b>Grade</b>	9
<b>Course Code</b>	BBI 20	<b>Credit Value</b>	1.0
<b>Pre-Requisite</b>	None	<b>Or Recommended Pre-Requisite</b>	None
<b>Type of Course</b>	Open		

TEXTBOOKS	REPLACEMENT COST (if lost or damaged)
The World of Business (5 <sup>th</sup> ed.),	\$93.50 (Wilson et al.)
ADDITIONAL RESOURCES/LEARNING MATERIALS	REPLACEMENT COST (if lost or damaged)
N/A	N/A

**Course Description**  
 This course introduces students to the world of business. Students will develop an understanding of the functions of business, including finance, marketing, human resources, management, and production; and 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

**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 Fundamentals	Needs and Wants Assignment Ethics/Social Responsibility Assignment Business Profile/Presentation Comprehensive Test(s)	Knowledge and Understanding, Thinking, Communication, Application (hereinafter "KUTCA")
Unit 2	Functions of a Business	Marketing Campaign Activities Human Resources Simulation Creating Financial Statements Comprehensive Test(s)	KUTCA
Unit 3	Finance	Household Budgeting Comprehensive Test(s)	KUTCA
Unit 4	Entrepreneurship	Creating/Managing Business Venture Activities Comprehensive Test(s)	KUTCA
Unit 5	Culminating Activities	Franchise Profile Activities Electronic Research - Franchise Operation Comprehensive Word Processed Report and relevant documentation	KUTCA

\*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
Application	30	Thinking	20

**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:

Classroom Discussion	Think Pair Share	Unit Questions Exercise Assignments
Homework Assignments	Article Analyses	Oral/Multimedia Presentations
Electronic Research	Website Analysis	Posters/Brochure
Role-playing Activities	Tests/Quizzes	Key Terminology Review

### 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