

RICHVIEW COLLEGIATE INSTITUTE

PROGRAM AREA: Business	Course: International Business Fundamentals
COURSE CODE: BBB 4M	Grade/Level: 12 University/College Preparation
RECOMMENDED PREREQUISITE: Any University/ College course in Business Studies or Canadian/ World Studies	Credit Value: 1.0

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Textbook: Guest & Notman, *Fundamentals of International Business – A Canadian Perspective*, Thompson, 2010

Cost of Textbook: \$90 (if lost or damaged) **Additional Resources:** 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.

CURRICULUM STRANDS (UNITS) and OVERALL EXPECTATIONS:

Unit 1 - Business, Trade and the Economy

- Demonstrate an understanding of terminology, concepts, and basic communication practices related to international business;
- Analyse the impact of international business activity on Canada's economy; and
- Demonstrate an understanding of how international business and economic activities increase the interdependence of nations.

Unit 2 - The Global Environment for Business

- 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; and
- Assess the effects of current trends in global business activity and economic conditions.

Unit 3 - Factors Influencing Success in International Markets

- 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.

Unit 4 - Marketing Challenges and Approaches, and Distribution

- 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

Unit 5 - Working in 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.

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 or strands.

70% of the final mark will be based on evaluations conducted throughout the course

All four achievement categories/strands do not need to be evaluated in each evaluation task.

Communication (25%)	Knowledge/Understanding (25%)	Thinking and Inquiry (25%)	Application/Making Connections (25%)
<i>Business Practices In Class Work Presentations</i>	<i>Tests/Quizzes Assignments</i>	<i>Tests/Quizzes Assignments</i>	<i>Assignments Case Studies Summative Application Exam</i>

30% of the final mark will be based on a final evaluation in the form of culminating activities

Components of Summative Evaluation:	Case study	15%
	Project presentation	15%

**** A detailed explanation of the culminating activity will be distributed to students in the class.**

Learning Skills: The report card provides a record of the learning skills, demonstrated by the student in every course in the following six categories: **Responsibility, Independent Work, Initiative, Organization, Collaboration, Self-Regulation**. The learning skills are evaluated using a four-point scale (E-Excellent, G-Good, S-Satisfactory, N-Needs Improvement).

Please refer to the Student Agenda Planner for details regarding the Achievement Chart and Learning Skills.

***It is Imperative that all students adhere to “Richview’s Evaluation Policy”
regarding their
70% Term Work and 30% Culminating Activities.***