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|  |  | **Course Outline and Evaluation Summary**  Course Code: **BBB4M1** | |  |
|  | Title of Course: **International Business** **Fundamentals** | 416-395-3210 | |
|  | Department: **Business** |  | |

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| **Course Description** |
| The world has become a global marketplace. Large volumes of goods, services, ideas, money, and technology are transported throughout the world, affecting the lives of millions of people in the process. Today, virtually every aspect of economic activity is influenced by international business. As students explore the world of business and the opportunities and challenges that it presents, it is vital that they do so with an appreciation of the impact of the global marketplace and international trade. Through this course, students will: develop a fundamental understanding of the global economy; come to appreciate the impact that international business can have on their lives and communities; develop a broader and deeper understanding of international issues and concerns; and begin to develop an informed awareness of those issues directly affecting their future careers. |

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| **Course Evaluation** | | | | | |
| Course evaluations incorporate one or more of the achievement categories (KICA). A brief description of each category can be found [here](https://www.dcp.edu.gov.on.ca/en/assessment-evaluation/categories-of-knowledge-and-skills). The final grade is calculated using the weighted percentages below. | | | | | |
| **Term Work:** | **A variety of tasks where you show your learning and have marks assigned using the Achievement Categories/Strands** | | **Summative**  **Evaluation:** | **Marked summative tasks which assess your learning on the entire course** | |
| 70% | 25% | Knowledge & Understanding | 30% | n/a | Culminating Task |
| 30% | Thinking & Inquiry |
| 25% | Application | 30% | Final Exam |
| 20% | Communication |

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| **Learning Skills** |
| Learning skills provide information to help students understand what skills, habits and behaviors they need to work on to be successful. These are not connected with any numerical mark. A brief description of each skill can be found [here](http://www.edu.gov.on.ca/eng/policyfunding/growsuccess.pdf#page=17).  **Responsibility, Organization, Independent Work, Collaboration, Initiative and Self-Regulation**  E – Excellent G – Good S – Satisfactory N – Needs Improvement |

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| **Required Materials** |
| Any educational resource required for this course will be provided by the school. It is the student’s responsibility to come to class with these materials. |

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| **School/Departmental/Classroom Expectations** |
| **Attendance:** The student is expected to attend class on time. Parents/guardians will be contacted if lates/attendance becomes an issue/hindrance. If the student knows about an absence in advance, they should contact the teacher.  **Plagiarism/Cheating:** A mark of 0 will be assigned for any work submitted that does not belong to the student. A mark of 0 will be assigned to a student who was found to have cheated. Parents/guardians will be informed.  **Missed Work:** If a student is absent from class, (e.g. illness, sports team) it is **their** responsibility to find out what they have missed and to catch up. The student is responsible for completing all of the work that was missed due to an absence. If a student misses an assignment or test without a legitimate explanation and documentation, marks up to and including the full value of the evaluation may be deducted. Make-up tests must be arranged to be written.  **Late Work:**  Late work may result in a deduction of marks up to and including the full value of the evaluation. |

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| **Course Assessment Tasks** | | | |
| ***Unit/Topic/Strand*** | ***Big Ideas*** | ***Major Assignments / Evaluations*** | ***Estimated Duration*** |
| Unit 1:  Business, Trade, and the Economy | * International Interdependence * Canada’s Trading History * Advantages and Disadvantages of International Trade * Barriers to International Trade | * Unit Test * Analysis of the evolution of Canadian trade | 15 classes |
| Unit 2:  International Business Growth and Competitiveness | * Importance of International Business * Why Do Companies Expand Internationally? * International Competitiveness * Productivity | * Unit Test * Case Study * Presentation | 20 classes |
| Unit 3:  The Global Environment for Business | * Changes in Canada’s Global Business * The Importance of Ideas, Intellectual Capital and Innovation * International Agreements, Organizations and Policies | * Major report and presentation on an international trade organization or agreement | 20 classes |
| Unit 4:  Factors Influencing Success in International Markets | * Opportunities and Trends in International Business * Common Mistakes and Problems | * Unit Test * Case Study | 15 classes |
| Unit 5:  Culture, Ethics and Marketing Challenges | * Cultural Influence on International Business * Ethics and Social Responsibility * International Marketing and Distribution | * Unit Test * Cultural analysis of an international business situation * Case Study | 18 classes |
| Culminating Task(s) | * n/a |  |  |