**Insert School Name**

**BBB4M COURSE OUTLINE 2017-2018**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name:  | International Business Fundamentals  | Course Code:  | BBB4M  |
| Course Type:  | Grade 12 University / College Preparation  | Credit Value:  | 1.0  |
| Teacher(s):  |  |

**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.

**Prerequisite:** Any university, university/college, or college prep course in business studies or Canadian and world studies

**Course Overall Expectations:**

|  |  |
| --- | --- |
| **Strand**  | **Overall Expectations**  |
| Business, Trade, and the Economy  | Demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;  |
| Analyse the impact of international business activity on Canada's economy;  |
| Demonstrate an understanding of how international business and economic activities increase the interdependence of nations.  |
| 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;  |
| Assess the effects of current trends in global business activity and economic conditions.  |
| 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. |
| 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.  |
| Marketing Logistics 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.  |
| Financial Literacy | 1. Identify human behaviors that cloud our judgment
2. Show how they can affect investment decisions
3. Identify strategies to protect against these cognitive illusions
4. Have fun (just a little)
 |

**Assessment and Evaluation Strategies:**

The purpose of assessment and evaluation is to improve student learning. Assessment and evaluation is based on the provincial curriculum expectations and the achievement levels outlined in the curriculum document. In order to ensure that assessment and evaluation are valid and reliable, and that they lead to the improvement of student learning, teachers use a variety of strategies throughout the course, including: providing students with feedback about their work (known as assessment for learning), helping to set learning goals and monitor their own progress (known as assessment as learning), and evaluation and reporting of progress in the form of grades and marks (known as assessment of learning).

|  |  |
| --- | --- |
| **Unit Overview**  | **Assessment and Evaluation Methods**  |
| Business, Trade and the Economy  | Assignments, Projects, Performance tasks, including (but not limited to): research, written reports, debates, case studies, presentations, conversation and observation Unit Tests Class participation – marks awarded for punctuality and attendance, contributions to class discussions, completion of tasks set in both class and on Schoology, the quality of work completed.  |
| The Global Environment for Business  |
| Factors Influencing Success in International Markets  |
| Marketing, Logistics and Distribution |
| Course Culminating Activity/Independent Study  | International Business Plan and presentation (Ongoing)  |
| Final Exam  | To be written during exam schedule.  |

**Assessment and Evaluation Categories and Weights:**

|  |
| --- |
| *Achievement Chart Categories*  |
| **Achievement Category**  | **Percentage** |
| Knowledge/Understanding  | 20 |
| Thinking/Inquiry  | 30 |
| Communication  | 20 |
| Application  | 30 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |  |
|  |  |  |

|  |
| --- |
| ***Evaluation/Weight of Marks***  |
| **Evaluation**  | **Percentage** |
| Term Evaluation  | 60 |
| Class Participation | 10 |
| Final Evaluation • ISU • Exam  | 1020 |

**Learning Skills and Work Habits Assessment:**

The development of learning skills and work habits is an integral part of student learning. These skills are:

• Responsibility
• Organization
• Independent Work

• Collaboration
• Initiative
• Self-Regulation

Learning skills and work habits influence student achievement and are included as a formal part of the assessment and evaluation process. Learning skills and work habits will be assessed through a variety of teacher strategies. (e.g. observation, student /teacher conference, self-reflection, checklists, exit cards, etc.) These important learning skills and work habits will be formally reported on the Provincial Report Card according to the following scale: E - Excellent, G - Good, S - Satisfactory, N - Needs Improvement.

**Academic Dishonesty - Cheating and Plagiarism:**

Learning tasks that students complete as well as the assignments, tests and exams that students submit for evaluation must be their own work. Cheating and plagiarism is a serious offence that will not be condoned. Academic consequences will result.

***Late and Missed Assignments - Student Roles and Responsibilities -- Students are expected to:***

* Be responsible for providing evidence of their achievement of the overall expectations within the time frame specified by the teacher, and in a form approved by the teacher;
* Understand that there will be consequences for not completing assignments for evaluation and/or for submitting those assignments late;
* Use class time productively;
* In extenuating circumstances, request an extension from the teacher before the due date.

Mark deductions for late and missed assignments may apply to major assignments only. Deduction is at a rate of 10% of grade earned for the first day, and 5% for each subsequent day to a maximum of 30%.

**Class Participation Marks 10%**

Attendance, punctuality and attention in class 2%

Participation in class discussions and tasks 4%

Quality of class work 4%