

Bur Oak Secondary School Course Outline – International Business Fundamentals

Course Code: BBB4M1-01
Teacher: Amanda Brinder
Department Head: A. Brinder
Text: Fundamentals of International Business
Text Replacement Value: \$100
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Ministry Document: Ontario Curriculum
 Grades 11& 12, Business Studies
Level: University/College
Credit Value: 1.0
Prerequisite: None
Date: September 2020

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. There will be a distinct emphasis on international finance and marketing throughout the course.

Units and Overall Expectations:

By the end of this course, students will be expected to demonstrate knowledge, skills and values related to the following strands:

Unit 1: Business, Trade, and the Economy

Global corporate level strategies

- ✓ demonstrate an understanding of terminology, concepts, and basic business communication practises 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.

Unit 3: The Global Environment for Business

Analysis of the world economic system

- ✓ 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.

Unit 2: Marketing Challenges, Approaches and Distribution (Logistics)

Culture clash and cultural combinations

- ✓ 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 the logistics of, and challenges associated with, distribution to local, national, and international markets.

Unit 4: World Markets and Careers

Competencies needed for global careers

- ✓ analyse the ways in which ethical issues affect international business decisions;
- ✓ assess the working environment considerations affect international business decisions;
- ✓ demonstrate an understanding of the process for crossing international borders as it relates to international business.

Unit 5: Factors Influencing Success in International Markets

Going global and operating in many differing environments

- ✓ 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.

Learning Skills:

Students will be assessed on an ongoing basis in the following areas (not intended to be an exhaustive list):

- | | |
|---------------------|--------------------|
| 1. Responsibility | 4. Collaboration |
| 2. Organization | 5. Initiative |
| 3. Independent Work | 6. Self-Regulation |

Students will be assessed rigorously according to criteria, which have been clearly communicated to students and will be reported separately from student achievement of curriculum expectations. **Many universities and businesses consider these skills as important as grades and a student who excels academically needs to exhibit strength in all areas.** Students will be given a letter grade on the Report Card as follows:

E=Excellent; G= Good;S=Satisfactory;N=Needs Improvement.

Course Guidelines and Policies

To earn a credit in the this course, students must achieve a minimum mark of **50%**, complete and submit all major assignments in their entirety, satisfactorily complete all in-class assignments and attendance review assignments or detentions (if required), and meet all other course requirements.

For each major assignment, a **FINAL DEADLINE** will be given. The student may submit the assignment **on or before** the FINAL DEADLINE. Late submissions will be reflected in a student's mark in the area of organizational skills. After the FINAL DEADLINE, a mark will **not** be assigned for the work.

Assessment and Evaluation:

Assessment and evaluation will be based on the provincial curriculum expectations and the achievement levels outlined in the secondary curriculum policy documents. Ongoing student assessment and evaluation throughout the course will account for 70% of the semester mark. Achievement will be evaluated according to four categories:

Knowledge/Understanding tests, quizzes, assignments.	17.5%	Final Evaluation	30%
Thinking/Inquiry tests, quizzes, presentations, projects, case studies, assignments.	17.5%	The final 30% of the semester mark will be comprised of a final evaluation in the form of: an examination, and/or an assignment administered towards the end of the course. Note that the achievement categories will be weighted similar to that of the term.	
Communication presentations, tests, projects assignments.	17.5%		
Application presentations, projects, case studies, assignments.	17.5%	<i>For further information please see the Business Studies Department's Policy Statement</i>	

To the Student and Parent(s)/Guardian(s):

We have read and understood this Course Outline Sheet:

Parent Signature: _____

Student Signature: _____