

NEWMARKET HIGH SCHOOL – BUSINESS STUDIES DEPARTMENT
Course Overview and Information – September 2013
International Business Fundamentals – Grade 12 University/College – BBB4M1
Teacher – S. Hook

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.

COURSE CONTENT

- 1. *Business, Trade and the Economy***
 - Terminology, Concepts and Business Communication Practices
 - The Impact of International Business on Canada
 - International Interdependence
- 2. *The Global Environment for Business***
 - Effects of Globalization on Canadian Business
 - Factors Influencing Participation in International Business
 - Effects of Trends
- 3. *Factors Influencing Success in International Markets***
 - Cultural Factors
 - Political/Economic/Geographic Factors
 - Avoiding Common Mistakes
 - Canada's International Competitiveness
- 4. *Marketing Challenges and Approaches, and Distribution***
 - Marketing Challenges
 - Marketing Approaches
 - Distribution and Logistics
- 5. *Working in International Markets***
 - Ethical Issues
 - Working Conditions in International Markets
 - Border Issues

TEACHING STRATEGIES

During this course students will be involved in a number of activities to aid in their learning. They will be expected to complete individual readings and exercises; participate in group activities; group and individual presentations; team building activities; group discussions and teacher lead instructions.

ASSESSMENT AND EVALUATION

Students will be assessed and evaluated using a number of strategies from homework checks; projects (assignments) and presentations; tests and quizzes; case situations; read and response exercises; teacher assessment and peer and self assessment activities.

TERM MARK

The term mark will count **70 %** of the mark and will be broken down based on the following categories and percentages.

Knowledge and Understanding	15%
Thinking	20%
Application	15%
Communication	20%

FINAL EVALUATION

The final evaluation will count **30%** of the mark and will include a summative.

LEARNING SKILLS

Students will be assessed on an ongoing basis in the following areas and will be given a letter grade on the Report Card as follows: E = Excellent; G = Good; S = Satisfactory; or N = Needs Improvement. Assessment areas are: Responsibility; Organization; Independent Work; Collaboration; Initiative and Self-Regulation

CLASSROOM EXPECTATIONS

The Newmarket High School Business Department strives to teach students good business ethics and to take personal responsibility for their learning. Students are encouraged to **work cooperatively in groups; complete assigned work to acceptable standards while meeting deadlines; attend class regularly; and arrive to class on time.** In order to maximize opportunities for success and foster a positive learning environment, a set of classroom policies have been established to promote student responsibility and, in turn, lead to student success;

- ❖ Students should come to class prepared to learn with a pen, paper, and their binder, and contribute positively to class discussions, activities, and group assignments.
- ❖ Students late for class will be required to make up missed work and should the lates continue the student will be required to make up time missed due to lates. If the student continues to be late for class the student will be referred to the office.
- ❖ Students are expected to ensure that they are present during classes in which tests are being given or evaluations are taking place. If the absence is known in advance, such as an appointment or school activity, arrangements must be made with your teacher **prior** to the absence. An “unexpected” absence, such as an illness, validated by a parent or guardian through the attendance office will be given special consideration, allowing the student to write the test the first day upon return. Such considerations will not be made for “unauthorized” absences.
- ❖ Students returning to class after being absent due to illness should request an update from the teacher, before the class or at an appropriate point during the class, on work or learning opportunities that were missed.
- ❖ A student unable to meet a due date **must** communicate with the teacher **well in advance of the due date** in order that appropriate arrangements regarding that evaluation can be made.
- ❖ Teachers will contact parents/guardians at home/work during the regular business day when necessary when students have missed a test(s) or are not submitting work as required. Parents/guardians and students are encouraged to contact their teachers at any time during the school day, or leave a voice-mail message after hours. Student success depends on parents/guardians, teachers and students working together in the best interests of the student.
- ❖ A summative assignment and exam must be completed or a mark of “zero” will be entered.
- ❖ Students are encouraged to keep track of their own marks and share them with their parents/guardians on a regular basis in order to keep the line of communication open and identify areas of difficulty so they may seek extra help from their teacher.
- ❖ In order to maximize student performance, all cell phones and electronic devices should remain off during class time. If there is a valid reason for a student to access this equipment during class time, they must consult the teacher.
- ❖ Also refer to the school Assessment, Evaluation and Communication Policy.