

**YORK REGION DISTRICT SCHOOL BOARD**  
**NEWMARKET HIGH SCHOOL – BUSINESS STUDIES DEPARTMENT**  
**Course Overview and Information – 2013 - 2014**  
**Introduction to Business – Grade 10 Open – BBI201 (1 CREDIT)**  
**Teacher – Mrs. Richardson**

**Course Description:** This course introduces students to the world of business. Students will develop an understanding of the functions of business including, accounting, marketing, information and communication technology, human resources, and production, and of the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

*Source: Ministry of Education: The Ontario Curriculum Grades 9 and 10 – Business Studies.*

**Course Content:**

**1. Business Fundamentals**

- Needs, Wants and Demand
- Types of Businesses
- Market Conditions & Business Environments
- Business Ethics and Social Responsibility
- International Business

**3. Entrepreneurship**

- Characteristics & Skills
- Roles & Contributions
- Inventions vs. Innovations

**2. Functions of Business**

- Factors and Issues Affecting Business Success
- Production & Role of IT
- Human Resources & Management
- Marketing & Accounting

**4 Finance**

- Income & spending issues
- Personal Financial Skills
- Consumer Credit
- Banking and financial institutions

**Textbook:** The World of Business 5<sup>th</sup> Edition - authors: Jack Wilson; David Notman and Lorie Guest

**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	20%
Thinking	20%
Application	15%
Communication	15%

**Final Evaluation**

The final evaluation will count **30%** of the mark.

**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; and N = Needs Improvement. Assessment areas are: Responsibility; Organization; Independent Work; Collaboration; Initiative and Self-Regulation