# **WESTMOUNT COLLEGIATE INSTITUTE**

##### BUSINESS STUDIES DEPARTMENT

**COURSE INFORMATION PACKAGE**

**GRADE 10 - INTRODUCTION TO BUSINESS**

#### BBI 2O1

February, 2015 – June, 2015

## MS.KATYSHEV & MS. ROSEN

 

POWER FOR SUCCESS

# **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.

### OVERALL CURRICULUM EXPECTATIONS (LEARNING TARGETS)

BUSINESS FUNDAMENTALS

By the end of this course, students will:

* Demonstrate an understanding of how businesses respond to needs, wants, supply and demand;
* Compare types of businesses;
* Demonstrate an understanding of ethics and social responsibility in business;
* Demonstrate an understanding of the benefits and challenges for Canada in the field of international business.

FINANCE

By the end of this course, students will:

* Demonstrate an understanding of income and spending issues facing individuals and businesses;
* Demonstrate an understanding of how banks and other financial institutions operate;
* Demonstrate an understanding of effective investment practices;
* Analyze the role and importance of credit in personal and business finance.

ENTREPRENEURSHIP

By the end of this course, students will:

* Describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;
* Analyze the importance of invention and innovation in entrepreneurship.

FUNCTIONS OF A BUSINESS

By the end of this course, students will:

* Explain the role of production in business;
* Explain the role of human resources in business;
* Demonstrate an understanding of sound management practices in business;
* Demonstrate an understanding of the importance and role of marketing in business;
* Demonstrate an understanding of the importance and role of accounting in business;
* Demonstrate an understanding of the importance and role of information and communication technology in business.

**TEXTBOOK RESOURCE**

The World of Business: A Canadian Profile, Fifth edition

Wilson, Notman, Guest & Murphy, *Nelson Education*, Toronto, ON, 2007

### ASSESSMENT & EVALUATION

### DRAGON’S DEN 1 – THE SCAVENGER HUNT 10%

### DRAGON’S DEN 2 – COUNTRY IN A BAG 10%

### UNIT TEST 1 (Business Fundamentals) 10%

**DRAGON’S DEN 3 – PERSONAL FINANCE PORTFOLIO 10%**

**UNIT TEST 2 (Finance) 10%**

**DRAGON’S DEN 4 – GREATEST CANADIAN INVENTION 10%**

**UNIT TEST 3 (Functions of a Business) 10%**

**FINAL DRAGON’S DEN - THE BUSINESS 15%**

**FINAL EXAMINATION 15%**

# **COURSE MARK 100%**

Note: The Unit Tests, Assignments, Quizzes, Group Projects and Presentations will be evaluated based on (1) Knowledge & Understanding, (2) Thinking, (3) Communication, and (4) Application of course content. Each evaluation will reflect an equal weighting of the four evaluation criteria, and comprise 70% of the final course mark. The remaining 30% will be split between a final culminating project (15%) and a final examination (15%).

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| **LEARNING SKILLS** | **BEHAVIOUR/DESCRIPTORS** |
| **Responsibility** | * completes and submits class work, homework, and assignments according to agreed-upon timelines * punctual * academic honesty |
| **Organization** | * devises and follows a plan and process for completing work and tasks * establishes priorities and manages time to complete tasks and achieve goals * preparedness |
| **Independent Work** | * uses class time appropriately to complete tasks * follows instructions with minimal supervision |
| **Collaboration** | * responds positively to the ideas, opinions, values, and traditions of others * shares information, resources, and expertise * promotes critical thinking to solve problems and make decisions * encourages and motivates others |
| **Initiative** | * demonstrates the capacity for innovation and a willingness to take risks * demonstrates curiosity and interest in learning * actively participates in class |
| **Self-regulation** | * sets own individual goals and monitors progress towards achieving them * seeks clarification or assistance when needed * takes responsibility for and manages own behavior * stays on task |



# **GRADE 10 - INTRODUCTION TO BUSINESS - BBI 2O1**

**COURSE PROFILE – THE ITINERARY**

**FEBRUARY, 2015 – JUNE, 2015**

**Week 1** ***February 3 – February 6***

* Introduction to BBI2O1 (Course Outline, The Itinerary, Course & Behaviour Expectations, The Contract & The Student Profile)
* **Unit 1 – Business Fundamentals**
* (Ch 1) What is a Business?
* The Role of the Consumer
* Starting a Business
* Economic Resources

**Week 2 *February 9 – February 13***

* Demand, Supply & Determination of Price
* (**Ch 2**) Forms of Business Ownership
* Going into Business
* International Business Structures
* (**Ch 3**) Business Ethics
* Determination of Dragon Teams
* Dragon’s Den #1 assigned

**Week 3 *February 16 – February 20***

* ***FAMILY DAY – Monday, February 16th***
* Ethics & Corporate Social Responsibility
* (**Ch 4**) What is International Business?
* Flow of Goods & Services
* Canada & International Trade Agreements

**Week 4 *February 23 – February 27***

* The Future of International Trade
* ***DRAGON’S DEN 1 – Wednesday, February 25th/Thursday, February 26th / Friday, February 27th***

**Week 5 *March 2 – March 6***

* ***UNIT 1 TEST (BUSINESS FUNDAMENTALS) – Monday, March 2nd***
* Dragon’s Den #2 assigned
* **Unit 2 – Finance**
* (**Ch 12**) What is Money?
* What is Income?
* Managing Money for Personal Use

**Week 6 *March 9 – March 13***

* Spending Money **&** When to Buy
* Work on Dragon’s Den #2
* Budgeting
* Managing Money for Business Use
* (**Ch 13**) The Need for Financial Institutions
* Other Financial Institutions

***MARCH BREAK – MARCH 16 – 20, 2015***

**Week 7 *March 23 – March 27***

* ***OSSLT- Thursday March 26th***
* Bank Accounts & Transaction Accounts
* Cheques & Shared ABM Networks
* Financial Services
* (**Ch 14**) Savings & Investing

**Week 8 March 30 *– April 3***

* ***Good Friday – Friday, April 3st***
* ***DRAGON’S DEN 2 – Tuesday March 31, Wednesday April 1, Thursday April 2***
* Selecting a Savings Plan

**Week 9 *April 6 – April 10***

* ***Easter Monday – Monday, April 6th***
* Forms of Investments
* (**Ch 15**) What is Credit?
* Types & Sources of Credit
* The Cost of Credit & Credit Worthiness
* Work on Dragon’s Den #3

**Week 10 *April 13 – April 17***

* ***UNIT TEST 2 (FINANCE) – Friday, April 13***
* Work on Dragon’s Den #3
* **Unit 3 – Entrepreneurship**
* (**Ch 10**) Entrepreneurial Characteristics & Skills
* Some Canadian Entrepreneurs
* Venture Evaluation Criteria
* (**Ch 11**) Entrepreneurial Opportunities

**Week 11 *April 20 – April 24***

* Some Canadian Inventions
* Protection of Business Concepts
* The Impact of Innovation
* Dragon’s Den #4 assigned

**Week 12 *April 27 – May 1***

* ***DRAGON’S DEN 3 – Wednesday April 29 – Friday May 1***
* **Unit 4 – Functions of a Business**
* (**Ch 5**) Factors of Production
* Work on Dragon’s Den 4

**Week 13 *May 4 – May 8***

* ***P.A. Day – Friday, May 8th***
* The Production Process
* Improving Productivity
* (**Ch 6**) The Functions of Human Resource Management
* Key Employability Skills & Business Careers

**Week 14 *May 11 – May 15***

* ***DRAGON’S DEN 4 – Tuesday, May 14th / Wednesday, May 15th***
* Rights in the Workplace
* (**Ch 7**) How Management Functions
* Managing Resources
* Leadership Styles
* Teamwork in Companies

**Week 15 *May 18 – May 22***

* ***VICTORIA DAY – Monday, May 18th***
* Final Dragon’s Den assigned (ISU) on Tuesday May 19
* (**Ch 8**) The Role and Impact of Marketing
* Marketing Concepts
* Advertising
* Marketing Research
* Work on Final Dragon’s Den

**Week 16 *May 25 – May 29***

* (**Ch 9**) Basic Accounting Concepts
* Preparing Financial Statements

**Week 17 *June 1 – June 5***

* ***UNIT 4 TEST (Functions of a Business) – Monday, June 1st***
* Work on Final Dragon’s Den

**Week 18 June 8 – June 12**

* ***FINAL DRAGON’S DEN (Monday June 8, Tuesday June 9, Wednesday June 10 & Thursday, June 11)***
* ***THE FINAL DRAGON’S DEN – SEASON FINALE & REUNION SPECIAL – Friday, June 12***

**Weeks 19 *June 15 – 16***

* Exam Review

***Wednesday, June 17 – Tuesday, June 23***

* Final Examination