



International Business Grade 12 – BBB4M

Course Profile Outline

Course Description/Rationale/Overview

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.

Prerequisite: None

Class Requirements

Student Responsibility

Students must seek assistance from the teacher and fellow students for all work missed due to absence and must make arrangements to complete missed work.

Course Requirements/Department Policies

Late Assignments

Late assignments must be accompanied with a note signed by a parent or guardian stating the reason for tardiness of the assignment. The note must list the due date of the assignment and the actual date of submission.

If an assignment is handed in after it has been taken up/handed back, the student may not receive a mark for it.

Missed Tests

It is the student's responsibility to make arrangements, ahead of time, for any tests/quizzes that are missed. If a student misses a test/quiz for an unforeseen reason such as illness, the student must bring a note signed by a parent or guardian and be prepared to write the test/quiz immediately upon return to school.

Evaluation

Assignments, projects, quizzes, tests, culminating activity and final examination

Curriculum Strands

1. Business, Trade and Economy
2. The Global Environment for Business
3. Factors Influencing Success in International Markets
4. Market Challenges and Distribution
5. Working in International Markets

Achievement Categories

- Knowledge & Understanding 20%
- Application 15%
- Thinking & Inquiry 20%
- Communication 15%

Learning Skills

- Initiative
- Work Habits/Homework
- Organization
- Works Independently
- Teamwork

Evaluation

Assignments	30 % (approximately)
Quizzes and Tests	40 % (approximately)
Culminating Activity	15%
Final Evaluation	15 %

FINAL MARK

Term Work:	70%
Culminating Activity	15%
Summative Evaluation	15%

Textbook: International Business: Canada and Global Trade (2003).

Supplementary Teaching Materials

Worksheets organized by teacher.



BBB4M

Course Profile & Evaluation

Course Outline

1. Business, Trade and Economy

By the end of this course, students will:

- 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.

2. The Global Environment for Business

By the end of this course, students will:

- 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.

3. Factors Influencing Success in International Markets

By the end of this course, students will:

- 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.

4. Market Challenges and Distribution

By the end of this course, students will:

- 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.

5. Working in International Markets

By the end of this course, students will:

- 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.