

Introduction to International Business BBB4M1

<p>Course Description:</p> <p>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.</p>	<p>Level: Mixed (University/College)</p> <p>Credit Value: 1.0</p> <p>Pre-requisite: Any U/M/C course in Business, English or World Studies.</p> <p>Department: Business</p> <p>Course Fees: None</p>
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<p>Textbooks & Resources:</p> <ul style="list-style-type: none"> • Growing Success: Assessment, Evaluation and Reporting in Ontario Schools • The Curriculum Document, Grades 11 & 12: Business Studies, 2006 (revised) • International Business: Canada & Global Trade; Mike Schultz, David Notman, Ruth Hernder; Nelson; 2003

<p>Course Evaluation: Student Evaluation consists of three components...</p>							
<p>1) Learning Skills & Work Habits:</p> <p>Students are evaluated on 6 Learning Skills & Work Habits. They are:</p> <ul style="list-style-type: none"> • Responsibility • Organization • Independent Work • Collaboration • Initiative • Self-Regulation 	<p>These six attributes are evaluated on a scale of Excellent (E), Good (G), Satisfactory (S) & Needs Improvement (N) and reported on the report card. They are not included in the course mark, unless specified in the curriculum expectations.</p>						
<p>2) Term Mark (Assessment of Learning):</p> <p>Student performance standards for knowledge and skills are described in the curriculum Achievement Chart. The curriculum is assessed in four categories:</p> <ul style="list-style-type: none"> • Knowledge and Understanding 15% • Thinking and Inquiry 15% • Communication 20% • Application 20% 	<p>Evaluation of these four categories generates the term mark. The term mark accounts for 70% of the final mark.</p> <p>It is the student's responsibility to submit evidence of learning.</p>						
<p>3) Final Evaluation (Assessment of Learning):</p> <p>The final evaluation, administered at or towards the end of the course is based on the evidence shown to the right. The final evaluation accounts for 30% of the final mark.</p>	<p>The final evaluation consists of:</p> <table style="margin-left: 20px;"> <tr> <td>Independent Study</td> <td style="text-align: right;">10 %</td> </tr> <tr> <td>Unit</td> <td style="text-align: right;">20 %</td> </tr> <tr> <td>Written Exam</td> <td style="text-align: right;">20 %</td> </tr> </table>	Independent Study	10 %	Unit	20 %	Written Exam	20 %
Independent Study	10 %						
Unit	20 %						
Written Exam	20 %						
<p>Final Mark = 70% Term Mark + 30% Final Evaluation</p>							
<p>For a detailed description on Course Evaluation, see "How Did I Get That Mark!" at www.satec.on.ca</p>							

<p>Course Conduct Policies: See Student Agenda.</p>
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Please retain this page in the front of your notebook for future reference.

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Course Outline:

Unit	Description	Approximate Length	Major Unit Evaluation
1. The Global Environment for Business	Students determine how international business and economic activities increase the interdependence of nations; analyse ways which people and domestic businesses have been affected by international business; evaluate factors that influence a country's ability to participate in international business; and demonstrate and understanding of international business terminology and concepts. (Strand: The Global Environment for Business and Trade)	30 hours	Group Work
2. Business and Trade	Students profile Canadian businesses that have benefited from their involvement in international trade, and use these businesses as examples that reflect the impact of international trade on Canada's economy and the rationalization of Canadian industries. (Strand: Business and Trade)	18 hours	Test
3. Factors Influencing Success in International Markets	This unit focuses on the reasons why some businesses are successful in international markets and others are not by examining a number of Canadian businesses. Students analyse the reasons for the successes and the causes of the failures. (Strand: Factors Influencing Success in International Markets)	24 hours	Project
4. Marketing Challenges, Approaches and Distribution	Students explain the marketing challenges facing international business. They focus on examination of marketing approaches, distribution, logistics and ethical challenges.	24 hours	Assignment
5. World Markets and Careers	Students identify a variety of opportunities available to them in international markets for entrepreneurial ventures, employment, training and education. The focus is on how students can participate in world markets, and not the specific trade relations. Parts of the Careers unit may be covered in other course units.	14 hours	Group Work

Note: The order of the units of study may change due to student needs and resources available during the course.

General Information:

Extra help can be obtained from the teacher, the Internet and other reliable sources.

It is recommended that students read daily newspapers, the Internet and textbooks to keep on top of current issues in business markets.

A Business Certificate is awarded if four (4) or more Business Courses are taken throughout the 4 years at SATEC.