



**THAMES VALLEY DISTRICT SCHOOL BOARD**  
**London Central Secondary School**



<b>COURSE OUTLINE 2019-2020</b>	
<b>Course Name:</b> International Business Fundamentals	<b>Course Code:</b> BBB4M1
<b>Course Type:</b> Grade 12 University/College Preparation	<b>Credit Value:</b> 1.0
<b>Teacher(s):</b> Ms. A. Cheshire	
<b>Website:</b> D2L (E-Learning website)	

<p><b>Course Description:</b></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. <b>Ministry Guideline 2006</b></p> <p><b>Prerequisite:</b> Any university, university/college, or college preparation course in Business Studies or Canadian and World Studies</p>
--

<b>Overall Expectations of the Course:</b>	
Strand	Overall Expectations
<b>Business, Trade, and the Economy</b>	<ul style="list-style-type: none"> <li>• terminology, concepts, and basic business communication practices related to international business;</li> <li>• analyse the impact of international business activity on Canada's economy;</li> <li>• demonstrate an understanding of how international business and economic activities increase the interdependence of nations.</li> </ul>
<b>The Global Environment for Business</b>	<ul style="list-style-type: none"> <li>• analyse ways in which Canadian businesses have been affected by globalization;</li> <li>• demonstrate an understanding of the factors that influence a country's ability to participate in international business;</li> <li>• assess the effects of current trends in global business activity and economic conditions.</li> </ul>
<b>Factors Influencing Success in International Markets</b>	<ul style="list-style-type: none"> <li>• analyse the ways in which cultural factors influence international business methods and operations;</li> <li>• assess the ways in which political, economic, and geographic factors influence international business methods and operations;</li> <li>• identify and describe common mistakes made by businesses in international markets;</li> <li>• evaluate the factors currently affecting the international competitiveness of Canadian businesses.</li> </ul>
<b>Marketing Challenges and Approaches, and Distribution</b>	<ul style="list-style-type: none"> <li>• assess the challenges facing a business that wants to market a product internationally;</li> <li>• compare the approaches taken by various companies to market their products internationally;</li> <li>• demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.</li> </ul>
<b>Working in International Markets</b>	<ul style="list-style-type: none"> <li>• analyse the ways in which ethical considerations affect international business decisions;</li> <li>• assess the working environment in international markets;</li> <li>• demonstrate an understanding of the process for crossing international borders as it relates to international business.</li> </ul>

**Assessment and Evaluation Strategies:**

The purpose of assessment and evaluation is to improve student learning. Assessment and evaluation is based on the provincial curriculum expectations and the achievement levels outlined in the curriculum document. In order to ensure that assessment and evaluation are valid and reliable, and that they lead to the improvement of student learning, teachers use a variety of strategies throughout the course, including: providing students with feedback about their work (known as assessment for learning), helping to set learning goals and monitor their own progress (known as assessment as learning), and evaluation and reporting of progress in the form of grades and marks (known as assessment of learning).

Grades will be updated on a bi-weekly basis in the form of printed mark updates or online mark updates. **Final marks will not be curved, bumped or changed unless verbal or written permission from the student's guidance counsellor has been given for reasons such as (loss of scholarship, university/college acceptance, etc.)**

Unit Overview	Assessment and Evaluation Methods (May include major evaluations)
Business, Trade, and the Economy	<ul style="list-style-type: none"> <li>• quizzes</li> <li>• assignments</li> <li>• projects</li> <li>• performance tasks</li> <li>• presentations</li> <li>• unit tests</li> </ul>
The Global Environment for Business	
Factors Influencing Success in International Markets	
Marketing Challenges and Approaches, and Distribution	
Working in International Markets	
Course Culminating Activity/Independent Study	Major assignments will be indicated for each unit when assigned.
Final Exam	Group Country Guide and Presentation, Individual Presentation and Marketing Plan
	Will be written during the formal exam period in January

### Teaching/Learning Strategies:

Students will be provided with numerous and varied opportunities to demonstrate the full extent of their achievement of the curriculum expectations, across all four categories of knowledge and skills. Progress will be monitored on an on-going basis using a variety of assessment tools, including written work, formal tests and quizzes, teacher-student communication, presentations and class discussions.

**Students should be sure to check the course website on a daily basis which includes news, course updates and assignments.**

### Assessment and Evaluation of Student Performance:

As required by the Ministry of Education, students will be assessed in four areas as follows:

<b>Knowledge/Understanding</b> - definitions, content, vocabulary	20%
<b>Thinking/Problem-Solving</b> - investigation, data analysis, interpretation	30%
<b>Communication</b> - spelling and literacy, presentations, class participation	25%
<b>Application</b> - computer concepts, social issues and careers	20%

### Final Grade:

The final grade will be determined as follows (in accordance with Ministry of Education standards):

<b>Term Work:</b> Based on evaluations conducted throughout the course. This portion of the grade will reflect the student's most consistent level of achievement throughout the course.	70%
<b>Summative Evaluation:</b> A final evaluation in the form of a written examination and a culminating project will be administered in January.	30%

## Learning Skills and Work Habits Assessment:

The development of learning skills and work habits is an integral part of student learning. These skills are Responsibility, Organization, Independent Work, Collaboration, Initiative, and Self-Regulation. Learning skills and work habits influence student achievement and are included as a formal part of the assessment and evaluation process. Learning skills and work habits will be assessed through a variety of teacher strategies. (e.g. observation, student /teacher conference, self-reflection, checklists, exit cards, etc.) These skills and work habits will be formally reported on the Provincial Report Card according to the following scale: E- Excellent, G- Good, S- Satisfactory, N- Needs Improvement.

## General Policies:

### 1. Student Roles and Responsibilities

Students are expected to:

- be responsible for providing evidence of their achievement of the overall expectations within the time frame specified by the teacher, and in a form approved by the teacher;
- understand that there will be consequences for not completing assignments for evaluation and/or for submitting those assignments late;
- use class time productively;
- check the course website daily for announcements and information on upcoming evaluations
- in extenuating circumstances, request an extension from the teacher before the due date.

Mark deductions for late and missed assignments may apply to major assignments only. **Typical deductions are 10% for the first school day and 5% for each school day thereafter to a maximum of 30%.**

### 2. Attendance:

Students are expected to come to class prepared with what they need to get their work done. Regular attendance is essential. There are some assignments which will be completed in class and marks can only be obtained if you are present to do the work. The school policy on attendance will be strictly adhered to. Students are entirely responsible for work missed during an absence, including checking the course website for information. Please inform your teacher if you know you will be absent in advance. Check the course website daily for class items, submissions and assignments.

### 3. Assignment Submission

Students are expected to use class time productively. All assignments are expected to be submitted on the due dates established to the course website, D2L. Students who have a problem with an assignment submission must talk to the teacher before the due date to discuss the extenuating circumstances and negotiate a later due date. Late assignments will receive a mark penalty as set out in the Board's Assessment and Evaluation Policy. Late assignments will not be accepted after the assignment has been marked and returned to students or discussed in class.

### 4. Test Policy

According to the Growing Success Document (2010) a student must fulfill his/her responsibilities and commitments within the learning environment, including completing all types of assessments according to agreed-upon timelines. **It is the expectation that all students will write tests on the date set out by the classroom teacher.** In the event of an illness, emergency, or other significant situation, an exception can be made, provided sufficient documentation is given to the classroom teacher. Please note that parental approval is not a legitimate reason for missing an evaluation. If an acceptable absence is known prior to the assessment date, alternate arrangements must be made with the classroom teacher in advance of the absence. If this expectation is not met, the evaluation will be completed but may not contribute to the student's course marks.

## **5. Collaboration/Plagiarism**

Academic honesty is required in all work submitted for grading. Students must complete all assignments and projects on their own. However, they may discuss assignment specifications and requirements with others in the class to be sure they understand the problem. Cheating and plagiarism are serious offences which will not be condoned. Assignments which show evidence of copying are subject to the Board's plagiarism policy. Respect for the intellectual property of others is expected in this course, as in other courses. Cite all information obtained from other authors, books, magazines, or web sites.

## **6. Use of School Computers**

Students are expected to behave in an appropriate manner while logged into the school network and/or wifi. Any inappropriate use of language, use of the network for purposes other than course-related activities, or malicious actions taken against others through the network are not permitted. Remember, all actions within the network are monitored. Be aware that accessing non-course-related sites during class is not permitted. Students who visit such sites will have their accounts disabled.

### **References:**

*TVDSB Assessment & Evaluation Policy*, September 2011;  
*Growing Success - Assessment and Evaluation, and Reporting in Ontario Schools*, 2010.  
*Student Planner and School Web site*