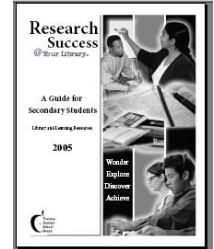


**R.H. KING ACADEMY**  
**STUDENT COURSE OF STUDY**  
**INTERNATIONAL BUSINESS FUNDAMENTALS**

**COURSE DETAILS**

<b>Department:</b> Business	<b>Date:</b> 2017/2018	<b>Name of Subject:</b> International Business Fundamentals
<b>Course Code:</b> BBB4M	<b>Level:</b> M	<b>Grade:</b> 12
<b>Credit Value:</b> One	<b>Pre-requisite:</b> None	<b>Curriculum Leader:</b> Mr. Paris

<b>Teacher:</b> Ms. Hanninen	<b>Phone Number:</b> 416.396.5550, ext. 20020
<b>Extra Help:</b> Library	<b>Course Developed:</b> September 2017



MINISTRY OF EDUCATION POLICY

*The Ontario Curriculum, Business Studies: International Business Fundamentals, 2006*

TEXT BOOK/RESOURCES/OTHER LEARNING MATERIALS

1. Fundamentals of International Business, Guest/Notman; \$100.00 replacement cost if book is lost.
2. Curriculum resources provided by teacher.
3. Students are recommended to have their copy of the Toronto District School Board publication *Research Success @ Your Library 2012*. This is a valuable resource and will be utilized through grades 9 to 12, in all subject areas.

**Overall Expectations**

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.

By the end of this course, students will be able to do the following:

**Business, Trade, and the Economy**

- 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 understanding of how international business & economic activities increase interdependence of nations.

**The Global Environment for Business**

- 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.

**Factors Influencing Success in International Markets**

- analyse the ways in which cultural factors influence international business methods and operations;
- assess ways 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.

**Marketing Challenges and Approaches, and Distribution**

- 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.

**Working in International Markets**

- analyse the ways in which ethical considerations affect international business decisions;
- assess the working environment in international markets;
- demonstrate understanding of the process for crossing international borders as it relates to international business.

## Course Content

UNIT	TOPICS	TEXT/ Assessment
1. International Trade  Approximately four weeks	<ul style="list-style-type: none"> <li>• History of Canadian Trade</li> <li>• Globalization; Advantages and Disadvantages of Trade</li> <li>• Trade Barriers and Protectionism</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Assignments (in and out of class)</i></li> <li>• <i>Presentations</i></li> <li>• <i>Tests</i></li> <li>• <i>Quizzes</i></li> <li>• <i>Activities</i></li> <li>• <i>Work Checks</i></li> <li>• <i>ISU (15% of final mark)</i></li> <li>• <i>etc.</i></li> </ul>
2. Culture, Politics and Economics  Approximately four weeks	<ul style="list-style-type: none"> <li>• Culture and International Business</li> <li>• Economic and Political Systems</li> <li>• The Business Cycle</li> <li>• The Role of Government</li> </ul>	
3. Trade Organizations and Social Responsibility  Approximately four weeks	<ul style="list-style-type: none"> <li>• International Trade Agreements and Organizations</li> <li>• Social Responsibility and NGOs</li> <li>• Business Ethics</li> <li>• The Big Issue: Child Labour</li> </ul>	
4. Marketing and Logistics  Approximately three weeks	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Logistics</li> <li>• Supply Chain Management</li> <li>• The Big Issue: Global Warming</li> </ul>	
5. Canada's Role In International Business  Approximately three weeks	<ul style="list-style-type: none"> <li>• Canada and International Business</li> <li>• International Business Trends</li> <li>• The Big Issue: International Migration</li> </ul>	
<b>Final Exam – 30% of final mark</b>		

**Note:** The order of chapters and assignments/tests/ISUs indicated above is **subject to change**.

### PROGRAM PLANNING CONSIDERATIONS

If a student has any problems such as hearing, visual, and learning disorders, or anything else, which would affect his or her grades, the student must see the teacher by the end of the first week of classes to discuss accommodations.

## Learning Skills

Learning Skills and Work Habits	<p>Sample Behaviour</p> <p>Each learning skill and work habit is evaluated on the report cards using the following scale:</p> <p>E = Excellent   G = Good   S = Satisfactory   N= Needs Improvement</p>
Responsibility	<p>The student:</p> <ul style="list-style-type: none"> <li>• Fulfils responsibilities and commitments within the learning environment;</li> <li>• Completes and submits class work, homework, and assignments according to agreed-upon timelines;</li> <li>• Takes responsibility for and manages own behaviour.</li> </ul>
Organization	<p>The student:</p> <ul style="list-style-type: none"> <li>• Devises and follows a plan and process for completing work and tasks;</li> <li>• Establishes priorities and manages time to complete tasks and achieve goals;</li> <li>• Identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks.</li> </ul>
Independent Work	<p>The student:</p> <ul style="list-style-type: none"> <li>• Independently monitors, assesses, and revises plans to complete tasks and meet goals;</li> <li>• Uses class time appropriately to complete tasks; follows instructions with minimal supervision.</li> </ul>
Collaboration	<p>The student:</p> <ul style="list-style-type: none"> <li>• Accepts various roles and an equitable share of work in a group;</li> <li>• Responds positively to the ideas, opinions, values, and traditions of others;</li> <li>• Builds healthy peer-to-peer relationships through personal and media-assisted interactions;</li> <li>• Works with others to resolve conflicts and build consensus to achieve group goals;</li> <li>• Shares information, resources, and expertise and promotes critical thinking to solve problems and make decisions.</li> </ul>
Initiative	<p>The student:</p> <ul style="list-style-type: none"> <li>• Looks for and acts on new ideas and opportunities for learning;</li> <li>• Demonstrates the capacity for innovation and a willingness to take risks;</li> <li>• Demonstrates curiosity and interest in learning;</li> <li>• Approaches new tasks with a positive attitude;</li> <li>• Recognizes and advocates appropriately for the rights of self and others.</li> </ul>
Self-regulation	<p>The student:</p> <ul style="list-style-type: none"> <li>• Sets own individual goals and monitors progress towards achieving them;</li> <li>• Seeks clarification or assistance when needed;</li> <li>• Assesses and reflects critically on own strengths, needs, and interests;</li> <li>• Identifies learning opportunities, choices, and strategies to meet personal needs and achieve goals;</li> <li>• Perseveres and makes an effort when responding to challenges.</li> </ul>

## Teaching Assessment & Evaluation Strategy

Task	Weighting
Unit tests, assignments, quizzes, oral presentations, in-class assignments, etc.	55%
ISU International Country Profile	15%
Final Exam (2 hours)	30%
<b>Total:</b>	<b>100%</b>

## CLASSROOM ROUTINES & PROCEDURES

1. As this class takes place in a computer lab, **computer lab rules must be strictly followed**. If a lab rule is violated the resulting consequence may include suspension of computer privileges for the entire school network regardless of assignment due dates or course. Make sure you check your workstation, and report anything that looks out-of-the-ordinary at the beginning of class. **You are responsible for taking care of your workstation and every student is responsible for taking care of the computer lab.**
2. Throughout the year you will be working with many different people in groups or pairs. It is expected that you will work hard as a member of your team and be dedicated to its success. Remember that during your lifetime, you will often have to work with people that you did not select yourself, make the best of all the situations and if necessary speak with your teacher.
3. All students are required to check their posted marks and inform the teacher if they feel an error was made in recording the marks in MARKBOOK.
4. Students must be in class at the start of each period, prepared to begin at the start of class. Regular attendance and punctuality is a must. Get into the habit of writing down homework into your student planner. Prepare for each class by reading and doing the homework assigned by the teacher. **Students are responsible for catching up on missed homework and in-class assignments when they have been absent.**
5. All work submitted to the instructor shall be original work done by the student. Plagiarism/cheating is copying, reproduction, or paraphrasing significant portions or someone else's published or unpublished material, and representing these as one's own thinking by not acknowledging the appropriate source, or by failing to use appropriate quotation marks. Plagiarism and/or copyright infringement will immediately receive a zero and will be referred to a vice-principal.
6. Students will be evaluated on all course expectations.
7. There will be three formal reporting periods. The interim, mid-term and final reports will be distributed according to administration (only the last two reports will receive a numerical grade.) The student mark is a cumulative mark representing the standing of the student at the end of the reporting period. Comments will be made about student performance, learning skills, attendance and lates.
8. If a student must be away, he or she must arrange to write the test in advance. Documented explanations will be given due consideration for missed tests. It is **ESSENTIAL** that you communicate with the teacher prior to the test that you will be away. Arrangements will be made to write the test at a time set by the teacher.
9. Assignments are due (printed and assembled) at the beginning of the class on the due date. There is a late penalty of 5% per day for late assignments. Late assignments will not be accepted after classmates' assignments have been marked and returned.
10. There will be short unannounced quizzes, assignments, and homework checks in order to ensure understanding of the subject matter.