

# R.H. King Academy

## STUDENT COURSE OF STUDY - International Business Fundamentals

### A - COURSE DETAILS

Department: Business      Date: Sept 2018      Name of Subject: International Business Fundamentals  
Course Code: BBB4M      Level: M      Grade: 12  
Credit Value: ONE      Pre-requisite: None      Assistant Curriculum Leader: Mr. Paris

Teacher: Mr. Brown      Phone number: 416.396.5550, ext. 20105  
Extra Help: Business Office: Monday-Friday, 8:15 am - 8:45 am 12:30 pm - 1:00 pm  
Course Developed: September 2005 and Revised September 2018

### MINISTRY OF EDUCATION POLICY

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

### TEXT BOOK

1. Fundamentals of International Business Guest/Notman, **\$80.00 (replacement cost if book is lost).**

### B - 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 communication practices related to international business;
- analyse the impact of international business activity on Canada's economy;
- demonstrate understanding of how int'l 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 logistics and challenges associated with distribution to international markets.

#### **Working in International Markets**

- analyze 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.

## **C- Course Content**

<b>UNIT</b>	<b>TOPICS</b>	<b>TEXT/ Assessment</b>
1. International Trade 3 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>	<i>Chapter 1 and 2 Unit Tests</i>
2. Culture, Politics and Economics 3 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>	<i>Chapter 3 and 4 Unit tests and Presentation</i>
3. Trade Organizations and Social Responsibility 3 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>	<i>Chapter 5 and 6 Group Assignment</i>
4. Marketing and Logistics 4 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>	<i>Chapter 7 and 8 Unit Test and Assignment</i>
5. Canada's Role In International Business 3 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>	<i>Chapter 9 and 10 Unit Test</i>
6. ISU Culminating Activity 2 weeks	<ul style="list-style-type: none"><li>• Culminating Activity: A research project to provide an International Business Profile of one of Canada's Trading Partners</li></ul>	<i>The ISU will be completed in stages throughout the course. Final work and Presentations in this unit.</i>

**Note:** The order of chapters and assignments/tests/ISU's 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.

## D - Learning Skills

Learning Skills and Work Habits	Sample Behaviour Each learning skill and work habit is evaluated on the report cards using the following scale: E = Excellent    G = Good    S = Satisfactory    N= Needs Improvement
Responsibility	The student: <ul style="list-style-type: none"> <li>• Fulfills 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	The student: <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	The student: <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	The student: <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	The student: <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	The student: <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>

## E - Teaching Assessment & Evaluation Strategy

Assessment	Weight	Notes
Tests & Quizzes(6)	35%	<p><b>If student is absent (Parent note/phone/email is not sufficient) for a test you will receive a zero.</b></p> <p>If you have a doctors note (maximum 1 test can be missed with doctors note). If you are away for a school event (field trip, sports, etc.) <b>then it is your responsibility to inform instructor of absence prior to the test</b> so we can coordinate alternate plans. If you write a test after the schedule date/time due to an unexcused absence, you are subject to a late penalty of 5%-20% reduction in your mark. (Teacher will advise student of mark reduction prior to test).</p> <p><b>If you don't miss classes you will be rewarded as follows:</b></p> <ul style="list-style-type: none"> <li>• Lowest of 3 weekly articles or 2 articles and a quiz will be dropped if you have 5 or fewer absences and less than 5 lates.</li> </ul>
TRADE GAME and assignments	20%	A participation mark for the Trade Game is included in the mark. Each absence (excluding school excused or doctors note supported) results in the loss of 1 mark (out of 10) for the game. Students are marked individually for all assignments based on sections they indicate they completed. If students do not indicated which section they complete – the overall mark for the assignment will be used.
ISU	15%	Oral Presentation and Written Report
EXAM 2 hours	30%	In class or during the Exam schedule.
Total	100%	

**Medical Notes or approved school events will only be acceptable excuses for missing above assessments. If you have an unexcused absent for a quiz or a test, you will receive a zero. Parent notes or phone calls are not sufficient evidence of missing tests/quizzes/assessments.**

## **F - Classroom Routines & Procedures**

1. As laptops are used in this class, **computer lab rules must be strictly followed**. Please read, sign and have a parent/guardian sign the attached Classroom and Computer Use Policies Agreement. 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 laptop and every student is responsible for taking care of the computer cart.**
2. Throughout the year you will be working with different people in the class in teams. It is expected that you will work hard as a member of your team and be dedicated to its success. You must make the best of the situation that you are given. Any persistent or significant problems should be communicated to 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 before the bell rings.** There will be **regular quizzes at the start of each class. The door will be locked during these quizzes** so that those who are in class, on time have a right to write quizzes uninterrupted. **Make-up quizzes will not be given unless there is a supported medical reason.** 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.** The student can expect up to six hours of homework and review in each 5-day school cycle. Additional time may be required as a result of the student's own challenges and ability to complete assignments.
5. All work submitted to the instructor shall be original work from 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. See bottom of page for an example of the evaluation criteria.
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 around 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 mutually agreeable time.
9. Assignments are due at the beginning of the class on the due date, all assignments handed in past the ultimate due date (the last date the assignment will be accepted) will no longer be accepted.
10. **Cell phones are not permitted in class.**
11. **There will be short unannounced quizzes, assignments, and homework checks in order to ensure understanding of the subject matter**