



**St. Mother Teresa High School**  
**Grade 12: International Business Fundamentals BBB4M**  
**2017-2018**



**Teacher:** Mr. T. Nuyens

**Prerequisite Course:** None

**Description and 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.

**Course Resources:** None

**Strands of International Business:**

- Business, Trade and the Economy – basic business communication practices, impact of international business activities on Canada’s Economy, the increase of interdependence of nations through globalization
- The Global Environment for Business – analysis of Canadian companies affected by globalization; factors that influence a country’s ability to participate in world markets; effects of current trends in global business conditions
- Factors Influencing Success in International Markets - cultural, political, economical, geographical factors that influence international business methods and operations; common mistakes made in international markets; factors currently affecting the international competitiveness of Canadian businesses.
- Marketing Challenges and Approaches, and Distribution – marketing a product internationally; approaches taken by various companies to enter international markets; logistics and challenges of distributing to national markets
- Working in International Markets – ethical considerations affecting international business; working environment in world markets; the process of crossing international borders (people, goods, services, etc)

**Teaching and Learning Strategies**

A variety of teaching and learning strategies will be used throughout this course such as interactive handouts, class notes, internet activities, research projects, group activities, group discussion, presentations, independent study projects, debates, case studies, videos, individual assignments, quizzes and unit tests.

**Assessment, Evaluation and Reporting:**

The primary purpose of assessment and evaluation is to improve student learning. Students will understand what is expected of them, using learning goals, and success criteria, based on the overall expectations. Feedback (self, peer, teacher) supports learning, and plays a critical role in academic achievement and success.

The development of learning skills and work habits is a key indicator of future success. The following learning skills and work habits will be developed, assessed, and reported during this course:

- |                     |  |
|---------------------|--|
| 1. Responsibility   | fulfills responsibilities and commitments ( <i>e.g. accepts and acts on feedback</i> )     |
| 2. Organization     | manages time to complete tasks and achieve goals ( <i>e.g. meets goals, on time</i> )      |
| 3. Independent work | uses class time appropriately to complete tasks ( <i>e.g. monitors own learning</i> )      |
| 4. Collaboration    | works with others, promotes critical thinking ( <i>e.g. provides feedback to peers</i> )   |
| 5. Initiative       | demonstrates curiosity and an interest in learning ( <i>e.g. sets high goals</i> )         |
| 6. Self-Regulation  | sets goals, monitors progress towards achieving goals ( <i>e.g. sets, reflects goals</i> ) |

### **Report Card Grade:**

The report card grade will be based on evidence of student performance, including observations, conversations and student products. Consideration will be given to more recent evidence (skill development) and the most consistent level of achievement.

The achievement chart identifies four levels, based on achievement of the overall expectations:

Level 1	achievement falls below the provincial standard	(50-59%)
Level 2	achievement approaches the provincial standard	(60-69%)
Level 3	achievement is at the provincial standard	(70-79%)
Level 4	achievement surpasses the provincial standard	(80-100%)

### **Mark Breakdown:**

Term Work (70%) will include a variety of assessments designed to demonstrate students' development in their knowledge and understanding, thinking and inquiry, communication and application, of all overall expectations.

Summative evaluation (30%) takes place towards the end of the semester, is completed in class, and provides the final opportunity for students to demonstrate what they know, and the skills they have learned, based on the overall expectations. The summative evaluation will consist of a rich summative assessment task (15%) and a final exam (15%).

**Awarding of Course Credit:** Students who demonstrate evidence of achievement of overall expectations, **and** earn a mark of 50% or greater, will earn one credit for the course with the following exception:

Students who do not complete their summative evaluation (exam and/or end of year summative task) will not earn their credit regardless of their mark.

### **Classroom Policies**

Group work supports collaboration, an important 21<sup>st</sup> century skill. This will be assessed only as a learning skill. Homework may also be assessed as a learning skill. Evaluation will be based only on individual student work, including through in class observations and conversations with the teacher. Regular attendance is important to support group work, various forms of feedback, and to allow students to demonstrate evidence of their learning. Students are responsible for providing evidence of their own learning (with references where required), in class, within given timelines. Next steps in response to academic integrity issues, such as lack of work completion, plagiarism, or other forms of cheating, range from providing alternate opportunities, a deduction of marks or administrative consequences.

- Respect.** Respect your fellow classmates, teachers, administration, the school and yourself!
- Attendance.** When you come to class be prepared and use class time effectively. All supplies (i.e. pens, paper, textbook, supplies, etc.) must be brought to class daily.
- Achievement.** Work to achieve your own personal best.

**Catholic Graduate Expectations:** Our goal for all students is to experience an education based on our Catholic Graduate Expectations. We work in community to develop graduates that are:

- Discerning Believers Formed in the Catholic Faith Community
- Effective Communicators
- Reflective and Creative Thinkers
- Self-Directed, Responsible, Life-Long Learners
- Collaborative Contributors
- Caring Family Members
- Responsible Citizens <http://www.iceont.ca>

### **Student and Parent/Guardian Acknowledgement**

We have read the above course outline and are aware of the student responsibilities to attend class on a regular basis and to provide evidence of learning within the established timelines.

Student's Name (print): \_\_\_\_\_

Student's Signature: \_\_\_\_\_

Parent/Guardian Name (print): \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_