

International Business Fundamentals

Huron Heights Secondary School

Course Description

This course prepares students for business studies in university or college. Ongoing advances in transportation and communication technology continue to shrink the world, creating an increasingly interconnected global community. This global community is made up of citizens, businesses and other organizations, and governments. This course provides an overview of international business and the global economy. Students will explore the factors that influence success in international markets and also learn about the techniques and strategies associated with marketing, distribution and managing international business operations effectively.

Students will engage in a wide variety of activities including class discussions, business simulations, presentations, individual and group activities and assignments. As the course progresses, students will continue to understand the international business mantra “think global, act local” with increasing depth of understanding.



Topics of Study

Unit 1 - Business, Trade and the Economy

- History of Canadian trade, trade partners, current opportunities
- Globalization and interdependence
- The importance of China
- Trade barriers
- Types of international business
- Currencies
- The financial meltdown of 2008

Unit 2 - Success in International Markets

- Culture and business
- “Think Global, Act Local”
- Doing business within various economic and political systems around the world
- The role of government in international business

Unit 3 - Social Responsibility and Trends

- Online international business simulation
- Business ethics
- Corporate social responsibility

Unit 4 - International Marketing and Logistics

- Supply chains and distribution chains
- International marketing