



Cameron Heights Collegiate Institute

301 Charles Street E., Kitchener, Ontario N2G 2P8 (519)-578-8330 chc.wrdsb.ca

Course Outline: Introduction to International Business, Gr. 12, BBB 4MI

<u>Teacher:</u>	<u>Teacher Contact Information:</u>	<u>Google Classroom Code:</u>

Course Description:

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.

Critical Evidence of Learning / Units of Study:

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|----|--|-----|
| 1) | Introduction to International Trade (Ch 1 & 2) | |
| 2) | Culture, Politics and Economics (Ch 3 & 4) | |
| 3) | Trade Organizations and Social Responsibility (Ch 5 & 6) | |
| 4) | Marketing and Logistics (Ch 7 & 8) | |
| 5) | Canada's Role in International Business (Ch 9 & 10) | 70% |
| 6) | Culminating Exam/Assignment | 30% |

Course Specifics:

A. Plagiarism and Cheating:

- Plagiarism is **severe academic theft!** Universities, colleges and the professional world will **NOT** tolerate plagiarism. Students suspected of plagiarism and cheating will be sent to their Vice Principal and addressed accordingly.

B. Resources:

- Google Classroom Site – see above
- Textbook
- Classroom Resources: Binder, Writing Utensils, Highlighter, Ruler, Calculator, Paper, etc.
- Computer or chromebook (optional... yet beneficial)

C. Attendance & Late Policies:

- All absences must be validated in the Main Office within 2 school days of returning to the school
- A student is considered late if they are not in the classroom at the sound of the bell
- Any student with **5 lates** will be referred to their Vice Principal



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Curriculum Expectations:

A: Business, Trade, and the Economy	
A1	demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business
A2	analyse the impact of international business activity on Canada's economy
A3	demonstrate an understanding of how international business and economic activities increase the interdependence of nations.
B: The Global Environment for Business	
B1	analyse ways in which Canadian businesses have been affected by globalization;
B2	demonstrate an understanding of the factors that influence a country's ability to participate in international business;
B3	assess the effects of current trends in global business activity and economic conditions.
C: Factors Influencing Success in International Markets	
C1	analyse the ways in which cultural factors influence international business methods and operations;
C2	assess the ways in which political, economic, and geographic factors influence international business methods and operations;
C3	identify and describe common mistakes made by businesses in international markets;
C4	evaluate the factors currently affecting the international competitiveness of Canadian businesses.
D: Marketing Challenges and Approaches, and Distribution	
D1	assess the challenges facing a business that wants to market a product internationally;
D2	compare the approaches taken by various companies to market their products internationally;



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D3	demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.
E: Working in International Markets	
E1	analyse the ways in which ethical considerations affect international business decisions;
E2	assess the working environment in international markets;
E3	demonstrate an understanding of the process for crossing international borders as it relates to international business.

Seventy percent (70%) of the final mark will come from term work and thirty percent (30%) will come from final evaluations. Student work will be evaluated using a balance of the Ministry's four achievement chart categories: knowledge & understanding, thinking & inquiry, application and communication.

Please see school website for detailed School Assessment & Evaluation Policy.