



Glenview Park Secondary School

55 McKay Street, Cambridge, Ontario, N1R 4G6 (519) 621-9510 www.gps.wrdsb.on.ca

Course: BBB4MI International Business Fundamentals

Quadmester 3, Class 1

Classroom: A 212

Teacher: **Mr Scheele**

Teacher Contact Information: thies_scheele@wrdsb.ca

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.

Curriculum Overview and Units of Study

Unit 1: Business, Trade and the Economy

What is trade?

Advantages and disadvantages of trade

Trade Barriers

Currency fluctuations

Unit 2: The Global Environment for Business

Economics and Politics

International Trade Agreements

Culture in International Business

Global Issues and Trends

Corporate Social Responsibility

Ethical Issues in international business

Unit 3: Marketing Challenges and Approaches, and Distribution

International Marketing 4Ps and 2Cs

Supply Chain Management

ASSESSMENT

Assessment will come mainly from written assignments, quizzes and tests to a culminating written business report.

Throughout the course, evidence of student learning will be gathered through observations, conversations, and student-produced work.



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100 percent (100%) of the final mark will come from term work, while a higher weighting from culminating evaluations. Report card grades will reflect the student's most consistent level of achievement, with consideration given to more recent evidence.

Written Business Report

Students will produce a written report based on self-directed research about a self-selected country and why a Canadian company should invest in that particular country.

Guidelines for Assessment, Evaluation and Reporting

1. Learning Skills

The Learning Skills and Work Habits section of the provincial report card is an integral part of a student's learning. Students will be assessed in the following areas:

- Responsibility
- Initiative
- Independent Work
- Collaboration
- Organization
- Self-Regulation

The following scoring system is used for Learning Skills:

E=Excellent; G=Good; S=Satisfactory; N=Needs Improvement

2. Missing Work

Students are expected to submit all evidence of learning by the assigned date.

- (a) The Learning Skills section of the provincial report card will be used to reflect incidents of late and missing work.
- (b) At the time of entering a report card grade, students with missing evidence of learning may be assigned a failing mark and will not be granted a credit for the course.

3. Cheating and Plagiarism

Students are expected to submit their own original, best work to demonstrate their learning.

- (a) The Learning Skills section of the provincial report card will be used to reflect incidents of cheating and plagiarism.
- (b) Students caught cheating on tests or assignments will receive an "I" ("I" = insufficient evidence), and will be required to demonstrate their learning through an alternative evaluation.
- (c) Students who plagiarize may be required to re-do all or part of the assignment (or evaluation) or complete an alternative assignment (or evaluation). The student's work may be treated as Missing Work (see above). As well, potential consequences for plagiarizing include disciplinary action (e.g., suspension) and loss of access to academic awards and scholarship opportunities.