

Sir Wilfrid Laurier Secondary School
Introduction to International Business (BBB4M)

Credits: One

Date: academic year

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.

Unit 1: Business, Trade, and the Economy **25hrs**

By the end of this course, students will:

- demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;
- analyse the impact of international business activity on Canada's economy;
- demonstrate an understanding of how international business and economic activities increase the interdependence of nations.

Unit 2: The Global Environment for Business **25hrs**

By the end of this course, students will:

- 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.

Unit 3: Factors Influencing Success in International Markets **25hrs**

By the end of this course, students will:

- analyse the ways in which cultural factors influence international business methods and operations;
- assess the ways in which political, economic, and geographic factors influence international business methods and operations;
- evaluate the factors currently affecting the international competitiveness of Canadian businesses.

Unit 4: Marketing Challenges, Approaches, and Distribution **25hrs**

By the end of this course, students will:

- identify and describe common mistakes made by businesses in international markets;
- 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 the logistics of, and challenges associated with, distribution to local, national, and international markets.

Unit 5: Working in International Markets **10hrs**

By the end of this course, students will:

- analyse the ways in which ethical considerations affect international business decisions;
- assess the working environment in international markets;
- demonstrate an understanding of the process for crossing international borders as it relates to international business.

Evaluation

The final grade for each course:

- 70% of the grade will be based on assessment and evaluation conducted throughout the course.
- 30% of the grade will be based on a summative evaluation administered towards the end of the course. The summative evaluation may take the form of an examination (up to 20% of the summative evaluation), performance task, essay, and/or other methods of evaluation suitable to the course content.

Guidelines for Missed Evaluations and Academic Fraud:

1. Upon missing a test or presentation, students will be required at the teacher's discretion, either to;
 - a) Complete the test or presentation immediately upon return to school; or
 - b) Make arrangements with the teacher for a make-up; or
 - c) Write the missed test Friday morning at 7:30 a.m. of that week.

Failure to complete it according to the negotiated schedule will result in a mark of zero.

Note: Certain forms of formal summative evaluations (exams, summative project presentations, etc.) are time sensitive. This means they must be completed at and within a specific time. Students must be present for these summative evaluations.

2. If an assignment is late or incomplete, a student will be provided with a second opportunity. Students who are provided with a second opportunity, **shall do so within five school days**. If no evidence is forthcoming after five days, a mark of zero will be assigned.
3. Copied, borrowed or stolen work provides no evidence of learning. Teacher will document and archive the work in question. Students may be allowed to resubmit the assignment. The teacher and administrator will define the parameters for the completion of this task.

Attendance Policy:

- You are responsible for catching up on class notes and completing any assignments for which you were absent
- Your parents are required to notify the office when you are absent
- End-of-course evaluations, (e.g. summative activity or final examination) are time-sensitive. Attendance is mandatory for these evaluations. **All missed course exams must be excused with a doctor's certificate**

General Course Information:

Textbook:: International Business: Canada and Global Trade \$87.95