

NEPEAN HIGH SCHOOL
 Business, Canadian & World Studies Department
BBB4M – International Business Fundamentals

Prerequisite: None

Teacher Name: Mr. Sanford Student Name: _____



Textbook: International Business: Canada and Global Trade Replacement Value: \$71.00 Assigned Text #

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. The curriculum document is available from: <http://www.edu.gov.on.ca/eng/curriculum>

UNITS OF STUDY: The order of the units may vary between classes.

Unit 1	Business, Trade, and the Economy
Unit 2	The Global Environment for Business
Unit 3	Factors Influencing International Markets
Unit 4	Marketing Challenges, Approaches, and Distribution

ASSESSMENT AND EVALUATION:

Category and Types of Assessment	Weight
Knowledge & Understanding <ul style="list-style-type: none"> the acquisition of subject specific content acquired in each grade (knowledge), and the comprehension of its meaning and significance (understanding) 	14%
Thinking <ul style="list-style-type: none"> the use of critical and creative thinking skills and/or processes 	21%
Application <ul style="list-style-type: none"> the conveying of meaning through various forms 	21%
Communication <ul style="list-style-type: none"> the use of knowledge and skills to make connections within and between various contexts 	14%
Summative <ul style="list-style-type: none"> end of year summative project (rich performance task) 10% and final exam 20% 	30%

ADDITIONAL NOTES:

Students rights and responsibilities are the cornerstone of academic success and include: attendance, punctuality, timely completion of homework and assignments, and academic integrity. Students are responsible for:

- Self advocacy
- Completion and submission of their own work
- Submission of required assignments on the assigned due date
- Striving for excellence
- Completion of course requirements

