

*St. Joseph's Catholic Secondary School*

***COURSE OUTLINE***

***TITLE:*** International Business Fundamentals  
***LEVEL:*** Grade 12, University / College Preparation  
***CODE:*** BBB 4M

**DESCRIPTION / RATIONALE:**

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.

CREDIT VALUE: 1 CREDIT  
PREREQUISITE: None  
MINISTRY GUIDELINES: Business Studies

## ***Course Text:***

***The Fundamentals of International Business: A Canadian Perspective.*** This textbook must be returned upon course completion. Failure to submit your assigned textbook in comparable condition to which it was given will result in you being billed for the replacement cost of the text.

## ***Strands:***

*The expectations of this course have been divided into the following strands:*

### ***Business, Trade and the Economy:***

Students profile Canadian businesses that have benefited from their involvement in international trade and use these businesses as examples that reflect the impact of international trade on Canada's economy and on the rationalization of Canadian industries.

### ***The Global Environment for Business:***

Students determine how international business and economic activities increase the interdependence of nations; analyse ways in which people and domestic businesses have been affected by international business; evaluate the factors that influence a country's ability to participate in international business; and demonstrate an understanding of international business terminology and concepts.

### ***Factors Influencing Success in International Markets:***

This unit focuses on the reasons why some businesses are successful in international markets and others are not by examining a number of Canadian businesses. Students analyse the reasons for the successes and the causes of the failures.

### ***Marketing Challenges and Approaches, and Distribution:***

Students explain the marketing challenges facing international business. They focus on the examination of marketing approaches, distribution and logistics and ethical challenges.

### ***Working in International Markets:***

Students identify a variety of opportunities available to them in international markets for entrepreneurial ventures, employment, training, and education. Teachers could integrate Cluster 5.3 throughout the course, emphasizing career opportunities as the course material dictates (a career profile of a translator in Unit 3, a career profile of a freight forwarder in Unit 4, etc.). The focus here should be on how the students can participate in world markets, and not on the specific trade relationships.

***Each of the above strands helps us to look at international business and helps us to assess and understand how it affects us.***

***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.
- 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.
- 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;
- identify and describe common mistakes made by businesses in international markets;
- evaluate the factors currently affecting the international competitiveness of Canadian businesses.
- 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.
- 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.

***Unit Organization:***

- Unit 1: Business, Trade and the Economy
- Unit 2: The Global Environment for Business
- Unit 3: Factors Influencing Success in International Markets
- Unit 4: Marketing Challenges and Approaches, and Distribution
- Unit 5: Working in International Markets

## ***Assessment and Evaluation of Student Achievement:***

*Students will be assessed and evaluated in the following areas:*

- Knowledge and Understanding
  - Thinking, Inquiry and Problem solving
  - Communication
  - Application and Making connections
1. Seventy per cent of the student's grade will be based on assessments and evaluations conducted throughout the course. This portion of the grade will reflect the student's most consistent level of achievement throughout the course.
  2. Thirty per cent of the student's grade will be based on a final evaluation in the form of an examination and a culminating activity.

<b><i>Achievement Level</i></b>	<b><i>Pegged Mark</i></b>	<b><i>Achievement Level</i></b>	<b><i>Pegged Mark</i></b>
4+	95 - 100%	2+	67 - 69%
4	87 - 94%	2	63 - 66%
4 -	80 - 86%	2 -	60 - 62%
3+	77 - 79%	1+	57 - 59%
3	73 - 76 %	1	53 - 56%
3 -	70 - 72%	1 -	50 - 52%
		<i>Below Level 1 (R)</i>	40%
			30%

## ***Learning Skills***

Six learning skill categories are identified as important for academic, workplace, and personal success.

- Self Reliance
- Initiative
- Collaboration
- Responsibility
- Organization
- Independent work

*When reporting on learning skills the following descriptors will be used:*

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