



**Westside Secondary School**  
 Orangeville, Ontario, Canada  
 519.938.9355  
<http://www.ugdsb.on.ca/westside>

**Course: BBB4M- International Business**

**Teacher: Ms. Dhoot**

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Program leader: Mr. Marchildon

**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. **(Prerequisites: None)**

Area of Study	Overall Expectations. By the end of the course, students will:
<b>Business, Trade, and the Economy</b>	<ul style="list-style-type: none"> <li>- Demonstrate an understanding of terminology, concepts, and basic business communication practices related to international business;</li> <li>- Analyse the impact of international business activity on Canada’s economy;</li> <li>- Demonstrate an understanding of how international business and economic activities increase the interdependence of nations.</li> </ul>
<b>The Global Environment for Business</b>	<ul style="list-style-type: none"> <li>- Analyse ways in which Canadian businesses have been affected by globalization;</li> <li>- Demonstrate an understanding of the factors that influence a country’s ability to participate in international business;</li> <li>- Assess the effects of current trends in global business activity and economic conditions.</li> </ul>
<b>Factors Influencing Success in International Markets</b>	<ul style="list-style-type: none"> <li>- Analyse the ways in which cultural factors influence international business methods and operations;</li> <li>- Assess the ways in which political, economic, and geographic factors influence international business methods and operations;</li> <li>- Identify and describe common mistakes made by businesses in international markets;</li> <li>- Evaluate the factors currently affecting the international competitiveness of Canadian businesses.</li> </ul>
<b>Marketing Challenges and Approaches, and Distribution</b>	<ul style="list-style-type: none"> <li>- Assess the challenges facing a business that wants to market a product internationally;</li> <li>- Compare the approaches taken by various companies to market their products internationally;</li> <li>- Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets</li> </ul>
<b>Working in International Markets</b>	<ul style="list-style-type: none"> <li>- Analyse the ways in which ethical considerations affect international business decisions;</li> <li>- Assess the working environment in international markets;</li> <li>- Demonstrate an understanding of the process for crossing international borders as it relates to international business.</li> </ul>

**Big Ideas:**

- ★ What are the comparative advantages and implications of global trade?
- ★ What are the factors to consider to identify the potential in global markets?
- ★ What are the factors that influence success in international expansion?
- ★ What are the strategic considerations for distributing to global markets?
- ★ What are the employment and labour force considerations in expanding in global markets?

**Assessment and Evaluation:**

Formative assessments are used to improve student learning by providing varied opportunities to demonstrate an understanding of course expectations in preparation for summative evaluations. Summative evaluations test groups of key expectations. Failure to complete a summative evaluation may result in the expectations of the course not being met and the credit not being granted.

**Achievement Categories:**

Student learning is assessed and evaluated with respect to the following four categories of knowledge and skills:

- ★ Knowledge and Understanding: 25%
- ★ Thinking and Inquiry: 25%
- ★ Communication: 25%
- ★ Application: 25%

*Term Work is worth 70% of final mark & Final Evaluation is worth 30% of final mark.*

	<b>Term Work (70%)</b>
<b>Unit of Study</b>	<b>Summative Evaluations</b>
Business, Trade, and the Economy	Unit Test, Assignment
The Global Environment for Business	Unit Test, Assignment
Factors Influencing Success in International Markets	Unit Test, Assignment
Marketing Challenges and Approaches, and Distribution	Unit Test, Assignment
Working in International Markets	Assignment
	<b>Final Summative (30%)</b>
	- Final Culminating(15%)
	- Written Exam (15%)

**Assignment/ Late Policy:**

- Students are expected to complete all assigned work and submit it by the teacher's established due date. Every attempt will be made to encourage students to complete all assigned work on time so their grade represents their actual achievement. For late and missed summative assessments, please see the **Westside Students' Contract for Missing Evidence of Learning** .
- Extra help is *always* available, however, it is each student's responsibility to make every effort to arrange appointments during non-instructional hours of the day.

The following soft skills will be assessed:

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

More details about Westside's Assessment and Evaluation Policy is available at:

<http://www.ugdsb.ca/westside/wpcontent/uploads/sites/74/2016/12/Westside-Assessment.pdf>

**Electronic Devices:**

- The business department at Westside has a policy that no electronic devices (eg. Cell phones, tablets, iPods, laptops, mp3 players, etc.) are allowed to be used during evaluations - Each student is required to have a calculator available when needed. Please, nothing fancy is required. The calculator just needs to add, subtract, multiply and divide.

**Student Conduct/ Expectations:**

Every student enrolled in business studies at Westside is expected to:

- ★ Be on time to class
- ★ Be prepared for class each and every day. This means you bring a writing utensil and paper - actively participate in class discussions
- ★ Complete homework assigned
- ★ Learn to problem solve using the techniques you will learn in class

For more information on the rules of conduct, please refer to the school's website at:

<http://www.ugdsb.on.ca/westside>

*Final Assessments/Examinations Culminating activities for each unit must be completed by the student in order to achieve the credit. Failure to complete any one of them may result in loss of credit. There are no extensions or exemptions for final assessments without the approval from an administrator.*

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**I have read and understand the course outline:**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Parent/Guardian Name : \_\_\_\_\_ Signature: \_\_\_\_\_

Parent/Guardian email: \_\_\_\_\_