



Westside Secondary School

Orangeville, Ontario, Canada

519.938.9355

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

Course: BBI 20 - Introduction to Business

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Teacher: Mr. Heaslip

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Course Description: This course introduces students to the world of business. Students will develop an understanding of the functions of business, including accounting, marketing, information and communication technology, human resources, and production, and of the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives. **(Prerequisites: None)**

| Area of Study | Overall Expectations. By the end of the course, students will: |
|--------------------------------|---|
| Business Fundamentals | <ul style="list-style-type: none"> - Demonstrate an understanding of how businesses respond to needs, wants, supply, and demand; - Compare types of businesses; - Demonstrate an understanding of ethics and social responsibility in business; - Demonstrate an understanding of the benefits and challenges for Canada in the field of international business. |
| Functions of a Business | <ul style="list-style-type: none"> - Explain the role of production in business; - Explain the role of human resources in business; - Demonstrate an understanding of sound management practices in business; - Demonstrate an understanding of the importance and role of marketing in business; - Demonstrate an understanding of the importance and role of accounting in business; - Demonstrate an understanding of the importance and role of information and communication technology in business. |
| Entrepreneurship | <ul style="list-style-type: none"> - Describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs; - Analyze the importance of invention and innovation in entrepreneurship |
| Personal Finance | <ul style="list-style-type: none"> - Demonstrates an understanding of income and spending issues facing individuals and businesses; - Demonstrate an understanding of how banks and other financial institutions operate; - Demonstrate an understanding of effective investment practices; - Analyse the role and importance of credit in personal and business finance. |

Big Ideas:

- ★ Businesses try to anticipate and react to economic situations in the global economy
- ★ Business is made up of interdependent groups that all work toward that company's goals
- ★ Small business is the driving force in our economy.
- ★ Financial literacy/ planning is important at any age

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.

| | Term Work (70%) |
|-------------------------|---|
| Unit of Study | Summative Evaluations |
| Business Fundamentals | - International Business Presentation - Unit 1 Test |
| Functions of a Business | - Print Advertisement Assignment - Unit 2 Test (Marketing, Accounting, Human Resources and Production) |
| Entrepreneurship | - Canadian Inventions and Innovations Assignment |
| Personal Finance | - The Game of LIFE! Assignment |
| | Final Summative (30%) |
| | - Trade Show (20% of final mark) |
| | - Final Examination (10%) |

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

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.

I have read and understand the course outline:

Name: _____ Signature: _____

Parent/Guardian Name : _____ Signature: _____

Parent/Guardian email: _____