

Canterbury High School
Ottawa-Carleton District School Board
2010 / 11 – Course Outline

Department: Business
Course Title: Introduction to Business
Course Code: BBI 20

Grade Level: 10
Credit Value: 1.0

Teacher: T. Allen

Course Overview 110 hours

This course introduces students to the world of business. Students will develop an understanding of 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.

Units of Study and Course Expectations

Business Fundamentals - By the end of the course the students will:

- 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 – By the end of the course the students will:

- 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 accounting in business
- demonstrate an understanding of the importance and role of information and communication technology in business

Finance – By the end of the course the students will:

- demonstrate 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

Entrepreneurship – By the end of this course, students will:

- describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs
- analyse the importance of invention and innovation in entrepreneurship

Units:

UNIT 1: Business Fundamentals – Chapters 1-4

UNIT 2: Functions of a Business – Chapters 5-9

UNIT 3: Finance – Chapters 12-15

UNIT 4: Entrepreneurship – Chapters 10-11

Resources

Ministry Curriculum Guidelines:

<http://www.edu.gov.on.ca/eng/curriculum/secondary/business910currb.pdf>

Textbook: Wilson, Notman & Guest, The World of Business, 5th edition. Thompson Nelson: Scarborough, 2007.

Textbook Replacement Costs: \$77.95 plus tax and shipping

Teaching Strategies

This course incorporates a variety of teaching/learning strategies, including: teacher-led instruction; class discussions; independent work; group work; research assignments; homework exercises; student presentations; practical computer-based work. In particular, class discussion and debates will play a key role in exploring current events and real-world examples as they relate to the course content.

Assessment and Evaluation Strategies

Student progress will be assessed through a variety of tests, quizzes, assignments, case studies, presentations, group work, articles, debates, reports, discussions, and projects that are conducted throughout the course. Students will work on assignments and projects individually as well as small/large groups. Most of the course work and assignments will be conducted via computer.

Evaluation Summary

70% of the final grade will be based on the following:

Knowledge/Understanding	20%
Thinking/Inquiry	20%
Communication	15%
Application	15%

30% of the final grade will be based on a final evaluation that will be administered at or towards the end of the course. This summative evaluation will take the form of an examination (20%) and a rich performance task summative assignment (10%).

Attendance:

Because regular attendance is an integral part of learning and assessment, irregular attendance may jeopardize a student's ability to earn a credit in a particular course. Students will be responsible for all materials studied in classes. Teachers will assist students in catching up but are not expected to re-teach the missed work.

Learning Skills:

The report card provides a record of the learning skills demonstrated by students in every course, in the following five categories: **Works independently, Teamwork, Organization, Work Habits, and Initiative**. The separate evaluation and reporting of learning skills in these five areas reflects their critical role in student achievement of the curriculum expectations.

Academic Honesty:

If a student participates in academic fraud (e.g., cheating on tests, plagiarism in assignments), he/she is deemed not to have met the expectations associated with that particular grading activity.