

**BBB4M Course Outline**  
**Canterbury High School**  
**Ottawa-Carleton District School Board**

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**Department:** Business

**Course:** International Business Fundamentals, Grade 12, University/College Preparation

**Course Code:** BBB4M

**Credit Value:** 1.0

**Teacher:** T. Allen

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**Course Overview (110 hours):**

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.

**Strands and Overall Objectives:**

**Business, Trade and the Economy**

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; and demonstrate an understanding of how international business and economic activities increase the interdependence of nations.

**Global Environment for Business**

Students will 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; and assess the effects of current trends in global business activity and economic conditions.

**Factors Influencing Success in International Markets**

Students will 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; and evaluate the factors currently affecting the international competitiveness of Canadian businesses.

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

Students will 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; and demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.

## **Working in International Markets**

Students will analyze the ways in which ethical considerations affect international business decisions; assess the working environment in international markets; and demonstrate an understanding of the process for crossing international borders as it relates to international business.

## **Units:**

**Unit 1: Business, Trade and the Economy – Ch. 1-3**

**Unit 2: Global Environment for Business – Ch. 4-6**

**Unit 3: Factors Influencing Success in International Markets – Ch. 7-9**

**Unit 4: Marketing Challenges, Approaches and Distribution – Ch. 11 & 12**

**Unit 5: Working in International Markets – Ch. 10**

## **Resources:**

Textbook: International Business: Canada and Global Trade. Schultz, Notman and Hernder  
Textbook Replacement Cost: \$77.95 plus tax and delivery

Ministry Curriculum Guidelines:

<http://www.edu.gov.on.ca/eng/curriculum/secondary/business1112currb.pdf>

## **Assessment and Evaluation:**

Student progress will be assessed through a variety of tests, quizzes, assignments, case studies, presentations, group work, articles, debates, journals, reports, discussions, projects, reports, among others, that are conducted throughout the course.

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

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

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### **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.