



# Beyond Borders

## International Business Course Outline

**Course Code:** BBB 4M1

**Instructor:** Mr. Mike Parsons and

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**Ministry Document:**

[www.edu.gov.on.ca/eng/curriculum/](http://www.edu.gov.on.ca/eng/curriculum/)

**Ministry of Education 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.

### Assessment and Evaluation Policy:

- ☒ Teachers use evaluation practices and procedures that are fair, transparent and equitable to all students.
- ☒ Determining a report card grade will reflect the student's most consistent level of achievement with special consideration given to more recent evidence.
- ☒ Policies are also available on our program website; beyondborders1.ca

### Overall Learning Outcomes/Enduring Understandings for the course:

1. To understand the terminology, concepts, and business communication practices related to international business.
2. Evaluate the factors currently affecting the international competitiveness of businesses.
3. To be an effective manager in the international business world.

### Evaluation Requirement:

The following 6-8 items represent the evaluations that will form the student's mark final grade:

Term Summatives: (70%)

Knowledge	15%	Application	20%
Thinking	15%	Communication	20%

### Assessment:

<b>Unit One Summative:</b> Continent Analysis Presentation Unit #1: Test <b>Unit Dates: September 8th to October 1st</b>	<b>Unit Two Summative:</b> Case Study Project Unit #2 Test <b>Unit Dates: October 2nd to November 15th</b>
<b>Unit Three Summative:</b> Business Lab Event Review <b>Unit Dates: November 15th to December 10th</b>	<b>Unit Four Summative:</b> Cultural Fair Summative <b>Unit Dates: December 10th to December 22nd</b>
<b>Culminating Summative:</b> International Business Project: 15% of Final Grade <b>Dates: December 11th to January 18th</b>	<b>Exam:</b> <b>Exam - 15% of Final Grade</b> <b>January, 2017</b>