



Cardinal Leger Secondary School

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We believe that each one, created in the image and likeness of God, is called by name into the Dufferin-Peel community to realize the Ontario Catholic School Graduate Expectations to the fullest extent possible as we all journey from the early years to vocation.

COURSE OUTLINE

Department:	Business and Technology Department
Course:	International Business – University/College
Course Code:	BBB 4M1

Common Course Calendar	Course Description:	
	<p>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 post-secondary programs in business, including international business, marketing, and management.</p> <p>This course helps students to meet the Ontario Catholic School Graduate Expectations by promoting effective communication, decision-making, problem-solving, time and resource management skills.</p>	
Ministry/ICE Curriculum Documents	Strand/Unit Title	Corresponding Catholic Graduate Expectation Indicators for each Strand/Unit
	<p>Business, Trade, and the Economy</p> <ul style="list-style-type: none"> • 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; • Demonstrate an understanding of how international business and economic activities increase the interdependence of nations. <p>The Global Environment for Business</p> <ul style="list-style-type: none"> • 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; • Assess the effects of current trends in global business activity and economic conditions. <p>Factors Influencing Success in International Markets</p> <ul style="list-style-type: none"> • 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; • Evaluate the factors currently affecting the international competitiveness of Canadian businesses. <p>Marketing Challenges and Approaches, and Distribution</p> <ul style="list-style-type: none"> • 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; • Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets <p>Working in International Markets</p> <ul style="list-style-type: none"> • Analyse the ways in which ethical considerations affect international business decisions; 	<p>CGE2e</p> <p>CGE2b</p> <p>CGE3c</p> <p>CGE3f</p> <p>CGE4f</p>

	<ul style="list-style-type: none"> Assess the working environment in international markets; Demonstrate an understanding of the process for crossing international borders as it relates to IB. 	
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Assessment and Evaluation:

Category Weightings	Weight %
Knowledge/Understanding	30
Thinking	20
Application	30
Communication	20

Final Summative Assessments	Overall Weighting
Term Work	70 %
Course Culminating	10%
Exam	20%

Learning Skills and Work Habits

E= excellent G= good S=satisfactory N= needs improvement

Responsibility	<ul style="list-style-type: none"> takes responsibility for and manages own behavior completes and submits class work, homework, and assignments according to agreed-upon timelines
Organization	<ul style="list-style-type: none"> establishes priorities and manages time identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks
Independent Work	<ul style="list-style-type: none"> independently monitors, assesses, and revises plans to complete and meet goals uses class time appropriately to complete tasks
Collaboration	<ul style="list-style-type: none"> accepts various roles and an equitable share work in a group builds healthy peer-to-peer relationships
Initiative	<ul style="list-style-type: none"> Looks for and acts on new ideas and opportunities Approaches new tasks with a positive attitude
Self-Regulation	<ul style="list-style-type: none"> Sets own goals and monitors progress towards achieving them Seeks clarification or assistance when needed