

Henry Street High School

BBB 4M1

International Business, Grade 12, University/College Preparation

COURSE OUTLINE

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 post-secondary programs in business, including international business, marketing and management

UNITS OF STUDY

UNIT 1 – Business, Trade and the Economy

UNIT 2 – The Global Environment for Business

UNIT 3 – Factors Influencing Success in International Markets

UNIT 4 – Marketing Challenges, Approaches and Distribution

UNIT 5 – Working in International Markets

ASSESSMENT AND EVALUATION

Evaluation:

In this course you will be evaluated on the following (examples of evaluation):

Knowledge/Understanding (test/quizzes)	25%
Thinking/Inquiry (research projects)	15%
Communication (presentations)	15%
Application (case studies)	15%
Final Summative Final Evaluation (trade manual)	15%
Exam	15%

OTHER INFORMATION

Textbook:

Fundamentals of International Business: A Canadian Perspective.
Guest & Notman. Replacement Cost: \$75