

STUDENT COURSE OUTLINE

COURSE TITLE : INTERNATIONAL BUSINESS
FUNDAMENTALS

MINISTRY COURSE CODE : **BBB4M**

COURSE DESCRIPTION/RATIONALE

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.

OVERALL CURRICULUM EXPECTATIONS

A. Business, Trade, and the Economy (January 26, 2015- February 27, 2015)

By the end of the course, 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;
- ✓ demonstrate an understanding of how international business and economic activities increase the interdependence of nations.

B. The Global Environment for Business (March 2, 2014 – March 27, 2015)

By the end of this course, 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;
- ✓ assess the effects of current trends in global business activity and economic conditions.

C. Factors Influencing Success in International Markets (March 30, 2015 –April 27, 2014)

By the end of this course, 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;
- ✓ evaluate the factors currently affecting the international competitiveness of Canadian businesses.

D. Marketing Challenges and Approaches, and Distribution (April 28, 2015–May 22, 2015)

By the end of this course, 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;
- ✓ demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.

E. Working in International Markets (May 25, 2014 – June 5, 2014)

By the end of this course, students will:

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

COURSE BREAKDOWN

- ✓ UNIT TESTS: 50 %
- ✓ PROJECTS: 20 %
- ✓ FINAL EXAM: 30 %