



ST. THOMAS AQUINAS SECONDARY SCHOOL

25 Corporation Drive
Brampton ON, L6S 6A2
Phone: 905.791.1195

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 Name:	Business
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Course Name:	International Business
Course Code and Section:	BBB 4M1

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.
Strands/ Units:	<p><u>Business, Trade and the Economy</u> – Terminology, Concepts, and Business Communication Practices, The Impact of International Business in Canada, International Interdependence</p> <p><u>The Global Environment for Business</u> – Effects of Globalization on Canadian Business, Factors influencing Participation in International Business, Effects of Trends</p> <p><u>Factors Influencing Success in International Business</u> – Cultural Factors, Political, Economic and Geographic Factors, Avoiding Common Mistakes, Canada's International Competitiveness</p> <p><u>Marketing Challenges and Approaches</u> – Marketing Challenges, Marketing Approaches</p> <p><u>Working in International Markets</u> – Ethical Issues, Working Conditions, Border Issues</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.

Assessment and Evaluation:

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

Final Summative Assessments	Grade Distribution
Term Work	70%
Course Culminating	10%
Exam	20%