



Our Lady of Mount Carmel
Department of Business Studies



BUSINESS

Course Name: Introduction to Business
Course Code: BBI 20
Level: Grade 10, Open
Teacher
Period:
Room:

Course Overview:

This course introduces students to the world of business. Students will develop an understanding of the functions of business, including accounting, marketing, information and communication technology, human resources, and production, and of the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

Curriculum Strands and Overall Expectations:

Business Fundamentals

- Demonstrate an understanding of how businesses respond to needs, wants, supply, and demand;
- Compare types of businesses;
- Demonstrate an understanding of ethics and social responsibility in business;
- Demonstrate an understanding of the benefits and challenges for Canada in the field of international business.

Functions of a Business

- Explain the role of production in business;
- Explain the role of human resources in business;
- Demonstrate an understanding of sound management practices in business;
- Demonstrate an understanding of the importance and role of marketing in business;
- Demonstrate an understanding of the importance and role of accounting in business;
- Demonstrate an understanding of the importance and role of information and communication technology in business.

Finance

- Demonstrate an understanding of income and spending issues facing individuals and businesses;
- Demonstrate an understanding of how banks and other financial institutions operate;
- Demonstrate an understanding of effective investment practices;
- Analyse the role and importance of credit in personal and business finance.

Entrepreneurship

- Describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;

Assessment and Evaluation

Students will be assessed & evaluated according to the work produced & skills displayed. Methods of providing feedback may include assessing work in process & evaluating completed assignments, quizzes, tests, co-operative learning activities, research, and presentations.

Category Weightings

Term (70%):

Knowledge & Understanding	25%
Thinking	25%
Communication	25%
Application	25%

Final (30%):

Culminating Activity	10%
Final Exam	20%

Achievement Categories:

Knowledge/ Understanding	Thinking	Communication	Application
<ul style="list-style-type: none"> knowledge of facts and terms understanding of concepts, principles, and theories understanding of relationships between concepts 	<ul style="list-style-type: none"> critical and creative thinking skills (e.g., evaluating business situations; analysing and solving business problems; making decisions) inquiry skills (e.g., formulating questions; planning; selecting strategies and resources; analysing, interpreting, and assessing information; forming conclusions) 	<ul style="list-style-type: none"> communication of information and ideas (e.g., through writing, visual and oral presentations) use of language, symbols, and visuals communication for different audiences and purposes (e.g., choice of language and style relevant to business environments) use of various forms of communication (e.g., memos, letters, reports) 	<ul style="list-style-type: none"> application of concepts, skills, and procedures in familiar contexts transfer of concepts, skills, and procedures to new contexts use of equipment, materials, and technology application of technology (e.g. choice of tools and software, ethical use) making connections (e.g. between personal experiences and the subject, between the subjects and the world outside the school)

Feedback will also be provided for student learning skills. Skills like working independently, team work, organization, work habits and homework, and initiative are assessed independently student achievement and will be conducted through the use of a rubric indicating specific criteria to be achieved to receive each of the following letter grades:

E –Excellent

G – Good

S – Satisfactory

N - Needs Improvement

Achievement Levels:

Level 1: 50 – 59%	Level 2: 60 – 69%	Level 3: 70 – 79%	Level 4: 80 – 100%
Limited knowledge and/or success	Some knowledge and/or success	Considerable knowledge and/or success	Thorough understanding & mastery of skills

Please refer to your student agenda for the following policies:

Evaluation

Attendance

Uniform

Student Textbook: *The World of Business: A Canadian Profile, 5th Edition*, Replacement Cost - \$80.00

Student: (print name) _____ Signature: _____

Parent/Guardian Signature: _____ Date: _____