



Fr. Michael Goetz Secondary School COURSE OUTLINE

COURSE: Gr.12 Introduction to International Business

Code: BBB 4M1

TEXT: Schultz, M., Notaman, D. & Hernder, R. International Business: Canada and Global Trade. Thomson Nelson Canada Inc 2003.

Replacement cost: \$80.00

UNITS OF STUDY

1. Business, Trade and the Economy
2. The Global Environment for Business
3. Factors Influencing Success In International Markets
4. Marketing Challenges and Approaches and Distribution
5. Working in International Markets

EVALUATION

Knowledge/ Understanding	30%
Thinking/Inquiry	20%
Communication	20%
Application	30%
TOTAL	100%

Course work	70%
Final Exam	20%
CPT	10%

MISSED QUIZ, TEST, ASSIGNMENT, POLICY See student Agenda pp12-13

ASSESSMENT AND EVALUATION POLICY See Student Agenda

HOMEWORK POLICY See Student Agenda

CLASSROOM EXPECTATIONS / ROUTINES