

## Course Outline

School Name: Keewaytinook Internet High School

Department Name: Business Studies

Ministry of Education Course Title: Introduction to Business

Grade Level: 10 (Open)

Ministry Course Code: BBI2O

Teacher's Name: Lorne Goring

Developed by: Lorne Goring

Date: January, 2012

Revision Date: September, 2015

Developed from: The Ontario Curriculum Grades 9 and 10 - Business Studies, 2006

Text: No text required

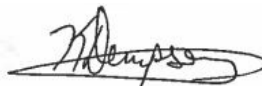
Prerequisite: None

Credits: 1

Length: 110 hours

Principal's Name: Kevin Dempsey

Principal's Approval (signature)



Approval Date: September 11, 2015

## ***Course Description/rationale***

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.

## ***Overall Curriculum Expectations***

- 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
- 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;
- 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;
- describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;
- analyse the importance of invention and innovation in entrepreneurship

## ***Course Content***

<b><i>Unit</i></b>	<b><i>Length</i></b>
Business Fundamentals	27 hours
Functions of Business	28 hours
Finance	26 hours
Entrepreneurship	21 hours
Summative Assessment (Culminating + Exam)	8 hours

<b>Total</b>	110 hours
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## *Unit Descriptions*

### **Unit 1 - Business Fundamentals**

This unit will introduce students to basic business structure. They will study supply and demand and various factors that affect them. Students will differentiate between needs and wants from a business and consumer perspective. Various types of business ownership will be compared (pros/cons of each). Business ethics and social responsibility will be explored along with international business (benefits/challenges).

### **Unit 2- Functions of Business**

In this unit, students will learn about the various departments or functions of business. They will study in depth about production, management, human resources, marketing, accounting, and information technology. Students will begin to see how these departments work independently, and also in sync to help fulfil the goals of an organization.

### **Unit 3- Finance**

In the finance unit, students will learn the basics of financial planning and how to make effective purchasing decisions. Various types of investments will be looked at, including interest calculations. Students will classify the major financial institutions in Canada and also learn about consumer and business credit.

### **Unit 4- Entrepreneurship**

In the final unit, students will study various Canadian entrepreneurs. They will analyze the skills and characteristics associated with these entrepreneurs. Students will proceed to analyse and communicate their skills and interests as they relate to entrepreneurship. Finally students will present an entrepreneurial idea within the school or community.

### **Unit 5- Summative Assessment**

Students will complete a culminating activity which will consolidate their learning from the 4 units detailed above. They will also complete a final examination. The summative component will make up 30% of the final grade (15% culminating, 15% final exam).

## *Teaching/Learning Strategies*

### **Teacher-Centred Strategies**

In an online school environment, technology is a main component in teacher instruction and communication with students. 4 activities per week, over the course of 7 weeks are provided. These activities integrate a variety of techniques designed to engage students and promote higher order thinking. The following strategies have been used in the BBI 2O course;

- text-based lecture
- multimedia presentations
- demonstration

- audio files containing lesson content and assignment instructions
- work sheets
- real-world business articles and cases
- prompts

### **Learner-Centred Strategies**

Students apply their learning in the following ways;

- reading response
- create multimedia presentations
- side-by-side comparison tables
- video camera recorded responses
- audio recorded responses
- roleplay (interviews)
- group work
- case study
- online research
- opinion response
- mind map

### ***Evaluation***

**Seventy per cent (70%)** of the grade will be based on evaluations conducted throughout this course. This portion of the grade should reflect the students’ most consistent level of achievement throughout the course, although special consideration should be given to the more recent evidence of achievement.

**Thirty per cent (30%)** of the grade will be based on a final evaluation in the form of a culminating activity (15%), suitable to the course content and administered towards the end of the course and a final examination (15%).

<b>Type of Assessment</b>	<b>Category</b>	<b>Details</b>	<b>Weighting %</b>
<b>Formative (70%)</b>	<b>Knowledge/ Understanding</b>	- vocabulary quizzes throughout the course - outline the steps in various processes -give definition of new terms -list different business styles or approaches	<b>13%</b>
	<b>Thinking/ Inquiry</b>	-create time-line of business related events -comparison tables (comparing types of business ownership, different franchises) -perform financial calculations -summarize the qualities of one famous, Canadian entrepreneur	<b>19%</b>
	<b>Communication</b>	-video recording of student in mock interview -audio recording of student response -writing a news article -creating graphs	<b>19%</b>

		-create an advertisement (print and audio)		
	<b>Application</b>	-analyzing graphs, making predictions -case studies dealing with business ethics -in-depth study of foreign country (business relationship with Canada) -choose and rationalize investment strategies in various scenarios		<b>19%</b>
<b>Summative (30%)</b>	<b>Culminating Activity (15%)</b>	-vocabulary crossword (create a crossword using business terms introduced in the course)  -create a business plan (detail a business idea including a summary, marketing plan, and financial plan)	<b>K/U</b>	<b>3%</b>
			<b>T/I</b>	<b>4%</b>
			<b>C</b>	<b>4%</b>
			<b>A</b>	<b>4%</b>
	<b>Final Exam (15%)</b>	-True/False -Vocabulary -Multiple Choice -Short Answer -Application	<b>K/U</b>	<b>3%</b>
			<b>T/I</b>	<b>4%</b>
			<b>C</b>	<b>4%</b>
			<b>A</b>	<b>4%</b>
<b>TOTAL</b>				<b>100%</b>

## *Assessment/Evaluation Strategies*

### **Formative**

- Verbal Feedback (audio files sent to students)
- Written Feedback (detailed comments provided for every submitted activity)
- Interviews
- Presentations
- Rubrics
- Quizzes

### **Summative**

- Culminating Activity (definition review and development of business plan)
- Final Exam

## *Resources*

- Growing Success: Assessment, Evaluation, and Reporting in Ontario Schools, 2010
- Course Profile - Introduction to Business, Grade 9 or 10, Open (curriculum.org)
- The World of Business, 5<sup>th</sup> Edition* - Wilson, Notman, Guest, Murphy, 2007

## ***Program Planning***

This course is offered to students living in isolated northern Ontario communities which do not have access to regular high school facilities, equipment, or teachers associated with secondary education.. This course uses the internet for instruction, demonstration and research. It utilizes a student centred semi-virtual classroom which capitalizes on the strengths of internet program delivery to minimize the disadvantages of geographic remoteness.

Students are presented with weekly lessons accessible online. All lessons, assignments, questions and course material is presented in this manner with approved print materials available as a student resource. The student and instructor communicate via the internet, while a classroom mentor (a fully qualified teacher) assists students in completing tasks in a timely manner and provides tutoring as required.