



**Introduction to Business**  
**BBI20**  
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**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.

TOPIC	DESCRIPTION
Business Fundamentals	<ul style="list-style-type: none"><li>• demonstrate an understanding of how businesses respond to needs, wants, supply, and demand;</li><li>• compare types of businesses;</li><li>• demonstrate an understanding of ethics and social responsibility in business;</li><li>• demonstrate an understanding of the benefits and challenges for Canada in the field of international business.</li></ul>
Functions of A Business	<ul style="list-style-type: none"><li>• explain the role of production in business;</li><li>• explain the role of human resources in business;</li><li>• demonstrate an understanding of sound management practices in business;</li><li>• demonstrate an understanding of the importance and role of marketing in business;</li><li>• demonstrate an understanding of the importance and role of accounting in business;</li><li>• demonstrate an understanding of the importance and role of information and communication technology in business.</li></ul>
Finance	<ul style="list-style-type: none"><li>• demonstrate an understanding of income and spending issues facing individuals and business;</li><li>• demonstrate an understanding of how banks and other financial institutions operate;</li><li>• demonstrate an understanding of effective investment practices;</li><li>• analyse the role and importance of credit in personal and business finance.</li></ul>
Entrepreneurship	<ul style="list-style-type: none"><li>• describe characteristics and skills associated with successful entrepreneurs and demonstrate an understanding of the contributions to Canadian business of selected entrepreneurs;</li><li>• analyse the importance of invention and innovation in entrepreneurship</li></ul>

## Evaluation

TERM	FINAL						
<p>Student work and performance will be assessed and evaluated upon the curriculum's overall learning expectations for the course.</p> <p><b><u>When work is assessed</u></b>, comments will be made on student work as feedback to support the student's ongoing learning and improvement. Examples of assessment may include observations, informal quizzes, rough drafts of assignments, homework, presentations and class discussions</p> <p><b><u>When work is evaluated</u></b>, a level or percentage grade will be assigned to student work according to a rubric or marking scheme. Examples of evaluations may include formal quizzes, unit tests, case studies, assignments, presentations, summative tasks and a final exam.</p>	<table><tr><td>Term Work</td><td>70%</td></tr><tr><td>2 Part Summative Task</td><td><u>30%</u></td></tr><tr><td></td><td><b>100%</b></td></tr></table>	Term Work	70%	2 Part Summative Task	<u>30%</u>		<b>100%</b>
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### ACCOMMODATIONS:

The Social Science & Business Studies department makes every effort to accommodate the identified needs of exceptional students and will attempt to differentiate curriculum delivery methods, student modes of expression, and assessment methods as recommended by the student's individual education plan (IEP).

### REQUIRED MATERIALS:

It is recommended that students have a three ring binder (coil notebooks are unacceptable), lined paper, graph paper, pencils, erasers, ruler and a calculator.

### OTHER:

Please see **Student Planner** for policies on punctuality, absenteeism, examinations, academic fraud, and other student responsibilities.