

**SIR WILFRID LAURIER SECONDARY SCHOOL**  
**INTRODUCTION TO BUSINESS (BBI20)**

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**CREDITS : ONE**

**DATE : ACADEMIC YEAR**

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This course introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and/ or international scale. Students will also learn concepts and skills related to personal finance, entrepreneurship, and international business.

**UNIT 1: Business Fundamentals**

**27.5 hours**

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**Overall expectations**

*By the end of this course, students will:*

- demonstrate an understanding of how businesses respond to needs, wants, and demand;
- compare types of businesses;
- demonstrate an understanding of ethic and responsibility in business
- demonstrate an understanding of the benefits and challenges for Canada in the field of international business

**UNIT 2: Functions of a Business**

**27.5 hours**

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**Overall expectations**

*By the end of this course, students will:*

- explain the role of production
- explain the role of human resources
- understand role management practices
- understand role of marketing

**UNIT 3: Accounting and Entrepreneurship**

**27.5 hours**

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**Overall expectations**

*By the end of this course, students will:*

- understand role of accounting
- identify 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.

**UNIT 4: Finance**

**27.5 hours**

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**Overall expectations**

*By the end of this course, students will:*

- demonstrate an understanding of income and spending issues facing individuals and businesses
  - demonstrate an understanding of how banks operate
  - demonstrate an understanding of investment practices
  - analyse the role of credit
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## *EVALUATION*

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### **The final grade for each course:**

- 70% of the grade will be based on assessment and evaluation conducted throughout the course.
- 30% of the grade will be based on summative evaluations administered towards the end of the course.

### **Guidelines for Missed Evaluations and Academic Fraud:**

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1. Upon missing a test or presentation, students will be required at the teacher's discretion, either to;
  - a) Complete the test or presentation immediately upon return to school; or
  - b) Make arrangements with the teacher for a make-up; or
  - c) Write the missed test Friday morning at 7:30 a.m. of that week.

### **Failure to complete it according to the negotiated schedule will result in a mark of zero.**

**Note:** Certain forms of formal summative evaluations (exams, summative project presentations, etc.) are time sensitive. This means they must be completed at and within a specific time. Students must be present for these summative evaluations.

2. If an assignment is late or incomplete, a student will be provided with a second opportunity. Students who are provided with a second opportunity, **shall do so within five school days**. If no evidence is forthcoming after five days, a mark of zero will be assigned.
3. Copied, borrowed or stolen work provides no evidence of learning. Teacher will document and archive the work in question. Students may be allowed to resubmit the assignment. The teacher and administrator will define the parameters for the completion of this task.

### **Attendance Policy:**

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- You are responsible for catching up on class notes and completing any assignments for which you were absent
- Your parents are required to notify the office when you are absent
- End-of-course evaluations, (e.g. summative activity or final examination) are time-sensitive. Attendance is mandatory for these evaluations. An exam absence must be **validated by a doctor's certificate**.

### **General Course Information:**

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**Textbook: The World Of Business (\$ 90.50)**

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