

Introduction to Business, Grade 9 or 10, Open (BBI1O,BBI2O)

A. Business Fundamentals

1. Explain how needs and wants create opportunities for business;
2. Compare forms of business ownership (e.g., sole proprietorships, partnerships, corporations, cooperatives, franchises);
3. Assess ethical dilemmas in the workplace (e.g., forgery, theft, misuse of funds, discriminatory hiring practices, whistle-blowing);
4. Explain the potential benefits (e.g., access to markets, cheaper labour, increased quality and quantity of goods, access to resources) and social costs (e.g., outsourcing, human rights or labour abuses, environmental degradation) of international business for domestic and foreign partners;

B. Functions of a Business

1. Identify the factors involved in production (e.g., natural resources, raw materials, management, labour, capital, information);
2. Describe the functions of human resource management;
3. Describe the role of management in business;
4. Demonstrate business teamwork skills to carry out projects and solve problems.
5. Explain the role and the impact of marketing (e.g., for businesses, non-profit organizations, events);
6. Identify the four Ps (product, price, place, and promotion) and the two Cs (competition and consumer) of marketing and apply the concepts by developing a strategy to market a good, service, or event;
7. Compare the advantages and disadvantages of the major types of advertising (e.g., TV, radio, print, Internet, billboards);
8. Define basic terms used in accounting (e.g., profit, loss, income, asset, liabilities);
9. Use information and communication technology for a variety of business purposes.

C. Finance

1. Distinguish between types of personal income (e.g., gross, disposable, discretionary) and types of business income (e.g., gross, net);
2. Identify the major financial institutions in Canada (i.e., Schedule I and II banks, trust companies, credit unions, insurance companies);
3. Evaluate the products and services offered by major Canadian financial institutions;
4. Compare the benefits of saving with those of investing;

D. Entrepreneurship

1. Describe the characteristics and skills often associated with successful entrepreneurs at the local, national, and international level;
2. Analyse their own entrepreneurial strengths and interests;
3. Explain how innovation has affected a variety of goods and services over time (e.g., rotary phone, touch-tone phone, cell phone, camera phone).