

Business Matters!

- ✦ Business studies **affects the daily lives** of all Canadians as they work, spend, save, invest, travel and play.
- ✦ Business skills are **useful in any career in the future**
- ✦ Our courses can provide you with essential **transferable skills** important to help you prepare for university/college and a rewarding career.
- ✦ Courses offered by the Business Studies Department are about:

Real Life Skills

- Communication
- Computer Skills
- Research Skills
- Leadership and Team Work
- Problem Solving

Real Life Situations

- Entrepreneurship
- Personal Finance
- Investing
- Career Preparation



JUMP-START YOUR
CAREER!
IT'S IMPORTANT BUSINESS

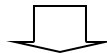
Grade 9 or Grade 10:

- ❑ BTT1/20 Information and Communication Technology in Business
- ❑ BBI1/20 Introduction to Business



Grade 11:

- ❑ BTA301 ICT: The Digital Environment
- ❑ BAF3M1 Financial Accounting Fundamentals
- ❑ BMI3C1 Marketing: Goods, Services, Events



Grade 12:

- ❑ BAT4M1 Financial Accounting Principles
- ❑ BBB4M1 International Business Fundamentals
- ❑ IDC4UF Financial Securities
- ❑ BOH4M1 Business Leadership: Management Fundamentals

Bethune Business Students have already...

- ☺ Represented Canada at DECA International Business Competitions, 1st Place (2009), International finalists (multiple years) in Accounting, Business Law and Ethics, E-Commerce, International Business, Entrepreneurship, Marketing, Hospitality and the Stock Market Game
- ☺ Competed in Chartered Professional Accountants (CMA) 4th Place (2013), 3rd Place (2007)
- ☺ Participated in the Junior Achievement Company Program-TD Bank, IBM, Enbridge(Executive Positions)
- ☺ Participated in the Learning Partnership Entrepreneurial Adventure Program

BUSINESS STUDIES

COURSE SELECTION GUIDE

YOUR FUTURE IS IMPORTANT BUSINESS



Bethune Business Teachers:

Mr. R. Brown

Mr. J. Lee

Mr. A. Najak

Ms. K. Yeung

Visit us on the web at: <http://www.bethuneci.com>
Departments --> Business / Co-op

416-396-8200 Ext.20080

Please feel free to come to the Business Studies office if you have any questions about these courses.

✦ **Information and Communication Technology in Business (BTT1/20); Grade 9 or Grade 10 Open**

- Introduces students to information and communication technology in a business environment
- Builds necessary digital literacy skills for success in a technologically driven society; develop word processing, spreadsheet, database, desktop publishing, presentation software, and website design skills.
- Emphasis on digital literacy, effective electronic research and communication skills, and current issues related to the impact of information and communication technology.

✦ **Introduction to Business (BBI1/20); Grade 9 or Grade 10 Open**

- Introduces students to the world of business, including areas such as accounting, marketing, information technology, human resources, and production
- Builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

✦ **Financial Accounting Fundamentals (BAF3M1); Grade 11 University/College Preparation**

- Introduces students to the fundamental principles and procedures of accounting
- Develop financial analysis and decision-making skills that will assist in future studies and/or career opportunities in business

✦ **Marketing: Goods, Services, Events (BMI3C1); Grade 11 College Preparation**

- Introduces the fundamental concepts of product marketing, which includes the marketing of goods, services, and events.
- Examine how trends, issues, global economic changes, and information technology influence consumer buying habits.
- Engage in marketing research, develop marketing strategies; produce a marketing plan for a product

✦ **Information and Communication Technology in Business: The Digital Environment (BTA3O1); Grade 11 Open**

“Digital Applications in Business”

- Using a hands on approach, students further develop ICT skills through use of common business software applications.
- Develop a broad understanding of the effects of technology on business or to establish a foundation for the use of information technology at the secondary and postsecondary level
- Develop, design, and implement *their own* e-Business website

(Recommended: Information and Communication Technology in Business (BTT1O1); Grade 9 Open)

✦ **Financial Accounting Principles (BAT4M1) Grade 12 University/College Preparation**

- Introduces students to advanced accounting principles that will prepare them for postsecondary studies in business.
- Students will learn about financial statements for various forms of business ownership and how those statements are interpreted in making business decisions.
- Further develops accounting methods for assets and introduces accounting for partnerships, corporations, and sources of financing.

(Prerequisite: Financial Accounting Fundamentals, Grade 11, University/College Preparation)

✦ **International Business Fundamentals (BBB4M1); Grade 12 University/College Preparation**

- Provides an overview of the importance of international business and trade in the global economy and explores the factors that influence success in international markets.
- Learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively. This course prepares students for postsecondary programs in business, including international business, marketing, and management.

(Prerequisite: Any university, university/college, or college preparation course in Business Studies, English, or Canadian and world studies.)

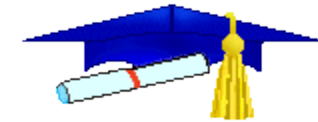
✦ **Financial Securities (IDC4UF)- Interdisciplinary course; Grade 12 University**

- Learn about financial management, capital markets, and ways in which capital is acquired.
- Students will use diverse information skills, resources and technologies to gather information related to a variety of Canadian and international financial institutions
- Investigate the conceptual and mathematical foundations of increasing net worth and researching the stock market(risks/safeguards) and analyze the social impact of personal and corporate investments decisions using case studies and data analysis techniques.

(Prerequisite: Any senior university or university/college level course.)

✦ **Business Leadership: Management Fundamentals (BOH4M1); Grade 12 University/College Preparation**

- Development of leadership skills used in a managing successful business.
- Focus on leadership, decision making, management of group dynamics, workplace stress and conflict, motivation of employees and planning.
- Emphasis on business communication skills, ethics and social responsibility.



**EARN A
BUSINESS STUDIES
CERTIFICATE
AT GRADUATION
BY
COMPLETING
5 OR MORE BUSINESS
COURSES**