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# Teacher Package

## Business Studies Exemplar Task Introduction to International Business, Grade 12, University/College Preparation (BBB4M) Teacher Package

**Title:** A Report for Potential Investors

**Time Requirement:** 6 periods of 75 minutes each

### Expectations Addressed in the Exemplar Task

This task gives students the opportunity to demonstrate achievement of all or part of each of the following expectations selected from three strands: Business and Trade; Factors Influencing Success in International Markets; and Marketing Challenges, Approaches, and Distribution.

*Students will:*

1. describe the legal, cultural, and economic factors that must be addressed to market a product internationally;
2. determine the importance of understanding consumer differences when marketing globally;
3. describe the modifications made to goods and services to adapt them to the cultures of other countries;
4. explain why some companies are much more capable of achieving international business success than are others;
5. explain the factors that motivate companies to engage in international business.

### Description of the Task

Present the following scenario and instructions to students:

*You are a partner in a Canadian company whose product or service has been highly successful in the Canadian market. You are now ready to expand into the international market. However, you plan to proceed cautiously, opening in only one location in one country. You need to attract new investors. You will research current market conditions in your selected new location and write a report for potential investors that outlines your plan for expanding into the international market.*

*Note: You will determine a product or service and create your own fictional company, but all information provided about the international market must be based on accurate facts. You are not asked to include financial projections with your report, since the preparation of financial statements is outside the scope of this course.*

### **Final Product**

Each student will submit a report for potential investors consisting of:

- an executive summary;
- a profile of a fictitious Canadian company, including a rationale for expanding into an international market;
- a description of current market conditions in the new location;
- an assessment of the needs and wants of consumers in the new location;
- an analysis of required modifications to the company's existing product or service;
- a distribution plan;
- a bibliography.

*Note:* Although it will not be assessed as part of the exemplar task, the bibliography is an important component of the student work. Determine an appropriate bibliographic style for your students. Instruct them to use footnotes or endnotes if you think they are appropriate. Check that students have met your requirements in the work they submit.

### **Assessment and Evaluation**

The final draft of the report will be assessed and evaluated using the task-specific rubric provided.\* Introduce the rubric to the students when you introduce the task. Review the rubric with the students and ensure that each student understands the criteria and the descriptions for achievement at each level. Allow ample time for a thorough reading and discussion of the assessment criteria outlined in the rubric. Some students may perform below level 1. Although the rubric does not include descriptions of achievement below level 1, the characteristics of these students' work should be reviewed in relation to the criteria outlined in the rubric.

### **Teacher Instructions**

#### **Prior Knowledge and Skills**

To complete this task, students are expected to have some experience in, or some knowledge and skills relating to, the following:

- business functions and basic concepts related to international business and globalization
- research skills through the use of electronic search engines, in libraries and/or on the Internet, or the use of print media, such as periodicals, textbooks, and newspapers
- business report writing

#### **Accommodations**

Accommodations that are normally provided in the regular classroom for students with special needs should be provided in the administration of this performance task.

#### **Materials and Resources**

- computer lab with Internet access, and/or
- research library or facility, and/or
- research packages including print media resources such as periodicals, textbooks, and newspapers

*\*The rubric is reproduced on page 10 of this document.*

## **Plagiarism**

It is important that you discuss copyright issues with your students. Copyright applies to text and visual materials taken from both Internet and print sources. Plagiarism is defined as “using the work (or part of it) of another person and claiming it as your own”.<sup>1</sup>

## **Task Instructions**

### **Day 1**

- Discuss the task requirements and the rubric with the class.
- Brainstorm, with the students, a list of Canadian companies that provide a product or a service that would be suitable for expansion into international markets. Have students use this list to select an appropriate product or service for their fictitious company.
- Have each student begin to develop a profile of a fictitious company (e.g., name, product or service, existing Canadian market), using Appendix A: Fictitious Canadian Company Profile.

### **Day 2**

- Have students complete the profile of their fictitious company, including a strong rationale for expanding into an international market.
- Ensure that students have developed an appropriate company profile before they begin their research.
- Have students research the expansion opportunities for their company and its product or service in international markets.
- Have each student decide on the country to be targeted for expansion and begin to research current market conditions (e.g., legal, cultural, and economic factors, existing competition, and any other factors that require consideration), using Appendix B: Research Organizer for rough notes.

### **Day 3**

- Have students continue their research, including consideration of the needs and wants of the new consumers and the modifications that will have to be made to the product or service to make it appropriate for the international market.
- Have students continue to record researched information on Appendix B.

### **Day 4**

- Have students complete their research and develop a distribution plan for their product or service.

### **Day 5**

- Review business report writing requirements with the class (e.g., executive summary, well-organized format, succinct and professional writing).
- Have students develop their individual reports to potential investors concerning the expansion of their fictitious company into the international market using the information they recorded on Appendices A and B.

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1. Canadian Intellectual Property Office, Industry Canada, *A Guide to Copyrights* (Hull, Quebec: Canadian Intellectual Property Office, Industry Canada, 2000) p. 20.

**Day 6**

- Have students peer edit one another's draft reports using the details of the final product requirements and the rubric as a guide for quality.
- Have students revise and edit their reports based on peer and teacher feedback.

*Note:* Please allow sufficient time for students to carefully edit and proofread their own work before submission.

**List of Appendices**

Appendix A: Fictitious Canadian Company Profile

Appendix B: Research Organizer

## **Appendix A: Fictitious Canadian Company Profile**

Please use this sheet to make rough notes as you develop your fictional company.

Name of Company:

Background Information:

Product or Service:

Current Canadian Market:

Rationale for Expanding into an International Market:

## **Appendix B: Research Organizer**

### **1. International Location**

a. Name of country:

b. Current market conditions to consider:

- legal factors
  
- cultural factors
  
- economic factors
  
- existing competition
  
- other factors

### **2. New International Target Market**

a. Needs and wants of consumers in the foreign market:

b. Necessary modifications to the product or service:

### **3. Distribution Plan**

a. Mode of delivery:

b. Other logistical issues: