



**MARKETING & MANAGEMENT – BUSINESS IN THE CANADIAN ECONOMY**

**MAM3020**

**1 Credit Course**

<b>Course Overview</b>	Students investigate and relate their knowledge of economics to how business decisions are made within the community, provincially, nationally and internationally.										
<b>Prerequisite</b>	<i>Please refer to Alberta Education's Provincially Authorized Senior High School Courses and Course Codes Document</i>										
<b>Required Materials &amp; Resources</b>	<ul style="list-style-type: none"> <li>One Module and Two Assignment Books</li> </ul>										
<b>Learning Outcomes</b>	<p><b>The student will:</b></p> <ul style="list-style-type: none"> <li>A. identify and describe basic economic terms and concepts</li> <li>B. demonstrate knowledge of the Canadian economy</li> <li>C. identify, describe and evaluate an economic issue challenging Canadian businesses</li> <li>D. demonstrate basic competencies</li> <li>E. create a transitional strategy to accommodate personal changes and build personal values</li> </ul>										
<b>Note</b>	<b><i>Within Alternative Education all teachers are required to follow a common course outline and gradebook set up.</i></b>										
<b>Assessment</b>	<p>The student's grade is determined by the knowledge the student has acquired based on the program of studies and the skills the student is able to show in articulating his or her knowledge.</p> <p>The student's grade will be calculated based on the following:</p> <p><b>Coursework – 100%</b></p> <p><i>*There is no final exam for this course</i></p>										
<b>Topics of Study</b>	<table border="1"> <thead> <tr> <th>UNIT</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td><i>Economic Systems and Strategies</i></td> </tr> <tr> <td>2</td> <td><i>Canadian Economic Systems and Strategies</i></td> </tr> <tr> <td>3</td> <td><i>Demand, Supply and Price</i></td> </tr> <tr> <td>4</td> <td><i>Economic Issues Challenging Canadian Business</i></td> </tr> </tbody> </table>	UNIT	TITLE	1	<i>Economic Systems and Strategies</i>	2	<i>Canadian Economic Systems and Strategies</i>	3	<i>Demand, Supply and Price</i>	4	<i>Economic Issues Challenging Canadian Business</i>
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<b>An Important Note About Assessment</b>	A wide range of assessment information is used in the development of a student's final grade. Within Alternative Education, individualized assessments provide specific information regarding student progress and overall performance in the course. Student assessments may vary from student to student to adapt to differences in student needs, learning styles, preferences and paces. The teacher will apply best teaching practices to determine appropriate assessment.										
<b>TEACHER'S CONTACT INFORMATION:</b>											
<b>Teacher's Name:</b>											
<b>Teacher's Phone Number:</b>											
<b>Teacher's Email Address:</b>											