



**MARKETING & MANAGEMENT – BUSINESS IN THE GLOBAL MARKETPLACE**

**MAM3030**

**1 Credit Course**

<b>Course Overview</b>	Students examine the opportunities and challenges that confront business persons in establishing a global business operation.										
<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. compare existing international business ventures within developing and developed nations</li> <li>B. identify and examine existing legislation that affects global ventures</li> <li>C. analyze existing global ventures</li> <li>D. identify and investigate global entrepreneurial opportunities within a developing and a developed nation</li> <li>E. demonstrate basic competencies</li> <li>F. 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>SECTION</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td><i>Opportunities and Strategies</i></td> </tr> <tr> <td>2</td> <td><i>Legislation and Policies</i></td> </tr> <tr> <td>3</td> <td><i>Legislation and Policies</i></td> </tr> <tr> <td>4</td> <td><i>Conditions and Constraints</i></td> </tr> </tbody> </table>	SECTION	TITLE	1	<i>Opportunities and Strategies</i>	2	<i>Legislation and Policies</i>	3	<i>Legislation and Policies</i>	4	<i>Conditions and Constraints</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.										

**TEACHER’S CONTACT INFORMATION:**

<b>Teacher’s Name:</b>	
<b>Teacher’s Phone Number:</b>	
<b>Teacher’s Email Address:</b>	