

BBB4M Exam Review

Note: These are just the areas to cover. Make sure you know the think-about-it questions.

Chapter 1

- International Business Defined
- History of Canadian Trade
- Globalization
- Interdependence
- How International business helps/hurts Canadians

Chapter 2

- International Business Practices
- Trade Barriers
- Currency Fluctuations
- Time Zones

Chapter 3

- Culture Defined
- Cultural differences
- Cultural awareness and business
- Cultural awareness and differences
- Impact of culture on International Business
- Impact of culture on the labour market
- Business meetings and negotiations
- Culture's influences on the workplace

Chapter 4

- Economic and Political systems
- Classifications of economic development
- The business cycle
- Economics of Trade
- The role of government in International business
- Corporate influence on governments

Chapter 5

- Globalization and International Trade
- Trade agreements
- Trade organizations

- The role of the UN in International business

Chapter 6

- Corporate Social Responsibility
- Business ethics
- Ethical issues in International business
- Non-governmental Organizations (NGO's)

Chapter 7

- Marketing
- Marketing activities
- Product Development
- 4 P's of International marketing
- 2 C's of International marketing
- Foreign marketing and Canadian shopping habits

Chapter 7 – Need for Competitive advantage

- Competitive advantage
- The industry environment
- Macroenvironment
- Factors contributing to competitive advantage
- Strategies to gain competitive advantage
- Cost advantage strategy
- Marketing advantage strategy
- Sustainable competitive advantage
- Market segmentation
- Multi-segmentation
- Niche marketing

Chapter 8

- Logistics
- Supply Chain
- Supply Chain – Physical distribution
- Methods of physical distribution in the supply chain
- Issues in the supply chain
- Getting help with the supply chain
- Foreign marketing and Canadian shopping habits