

<b>Subject:</b> BBB4M		<b>Grade:</b> 12
<b>Teacher:</b> Alex Chen	<b>Duration:</b> 180 minutes	<b>Lesson No:</b> 4.4
<b>Unit #:</b> 4	<b>Topic:</b> Common Mistakes in International Business	

<b>Overall Expectations</b> ( <i>Directly from The Ontario Curriculum</i> )	
1. Identify and describe common mistakes made by businesses in international markets.	
<b>Specific Expectations</b> ( <i>Directly from The Ontario Curriculum</i> )	
1.1. Identify common mistakes made by companies when entering foreign markets.	
<b>Learning Skills</b> ( <i>Where applicable</i> ):	
Independent Work – Students self-study before and after class. Responsibility – Students must finish Glossary quiz and Check Your Understanding quiz before class. Initiative – Students are encouraged to ask questions during the Q&A session. Collaboration – Students will work in groups for the final production activity.	
<b>Learning Goals</b> ( <i>What do I want the students to know and/or be able to do?</i> )	
Today you will: 1. Identify common mistakes made by companies when entering foreign markets.	
<b>Success Criteria</b> ( <i>Based on the application, how will I know students have learned what I intended?</i> ) ( <i>Recording Devices: anecdotal record, checklist, rating scale, rubric</i> )	
By the end of class: 1. I can explain the six common mistakes in international marketing. 2. I can give examples of marketing failures made by international companies. 3. I can give suggestions for how a company can lower its risk of having a marketing failure in a new country.	
<b>Materials and Resources</b>	
PPT presentation HBR Article: <i>The Most Common Mistakes Companies Make in Global Marketing</i> Business News Daily Article: <i>Lost in Translation: 10 International Marketing Fails</i>	
<b>Lesson Structure and Activities</b>	
<b>Independent Work</b>	
<b>Timing</b>	<b>Lesson</b>
25 minutes	<b><u>Article: The Most Common Mistakes Companies Make in Global Marketing</u></b> <ul style="list-style-type: none"> <li>• Read the article and answer the questions: <ol style="list-style-type: none"> <li>1. What is the marketing responsible for in a global expansion?</li> <li>2. Explain the 6 common mistakes using your own words.</li> </ol> </li> </ul>

25 minutes	<p><b><u>Article: Lost in Translation: 10 International Marketing Fails</u></b></p> <ul style="list-style-type: none"> <li>Read the article and answer the questions: <ol style="list-style-type: none"> <li>Which three of the 10 marketing failures do you think are the biggest?</li> <li>Why is it a bad idea for companies to translate their slogan using Google Translate when entering a new country? What should they do instead?</li> <li>How can international businesses correct marketing failures in a new country?</li> </ol> </li> </ul>
15 minutes	<p><b><u>Glossary Quiz</u></b></p> <ul style="list-style-type: none"> <li>Study the glossary on Moodle</li> <li>Then do the glossary quiz on Moodle before class</li> </ul>
15 minutes	<p><b><u>Check Your Understanding Quiz</u></b></p> <ul style="list-style-type: none"> <li>Do this quiz after you do the textbook work.</li> </ul>
10 minutes	<p><b><u>Exit Card</u></b></p> <ul style="list-style-type: none"> <li>Do this short survey after class.</li> </ul>
<b>During Class</b>	
<b>Timing</b>	<b>Lesson</b>
10 minutes	<p><b><u>Announcements</u></b></p> <p><b>Slide: Announcements</b></p> <ul style="list-style-type: none"> <li>Teacher will go over announcements related to the course.</li> </ul>
15 minutes	<p><b><u>Review + Warmer</u></b></p> <p><b>Slide: Review + Warmer Discussion</b></p> <ul style="list-style-type: none"> <li>Students will be put into groups to discuss the review and warmer questions.</li> <li>Teacher will ask some students to share their answers with the class.</li> </ul>
15 minutes	<p><b><u>Homework Q&amp;A</u></b></p> <p><b>Slide: Homework Q&amp;A</b></p> <ul style="list-style-type: none"> <li>Students will be required to ask some questions about the homework to encourage deeper thinking and to clarify understanding for the class</li> </ul>
15 minutes (cumulative 55 mins)	<p><b><u>Example Exam Questions</u></b></p> <p><b>Slide: Example Exam Questions</b></p> <ul style="list-style-type: none"> <li>Students will be put into groups to discuss the example exam questions.</li> <li>Teacher will ask some students to share their answers with the class.</li> </ul>
30 minutes	<p><b><u>Final Production</u></b></p> <p><b>Slide: Group Presentation</b></p> <ul style="list-style-type: none"> <li>Students will be put into small groups to prepare a presentation on an international marketing fail and give a recommendation on how to succeed.</li> <li>Each group presents to the class.</li> </ul>

5 minutes	<p><b><u>Homework Assignment</u></b>  <b>Slide: Independent Work for Next Lesson</b></p> <ul style="list-style-type: none"> <li>• Teacher will assign the independent work for next lesson</li> <li>• Teacher will remind the students to do the exit survey</li> </ul>										
<b>Assignments / Homework</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th style="text-align: left; padding: 5px;">Lesson 4.5 Independent Work</th> <th style="text-align: left; padding: 5px;">Time</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Case Analysis – Airbnb: Home Sharing in China</td> <td style="text-align: center; padding: 5px;">70</td> </tr> <tr> <td style="padding: 5px;">Study the glossary and do the Glossary Quiz</td> <td style="text-align: center; padding: 5px;">10</td> </tr> <tr> <td style="padding: 5px;">Exit Card after class</td> <td style="text-align: center; padding: 5px;">10</td> </tr> <tr> <td style="text-align: right; padding: 5px;">Total</td> <td style="text-align: center; padding: 5px;">90</td> </tr> </tbody> </table>		Lesson 4.5 Independent Work	Time	Case Analysis – Airbnb: Home Sharing in China	70	Study the glossary and do the Glossary Quiz	10	Exit Card after class	10	Total	90
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<p><b>Reflections</b>  <i>(What do I need to do to become more effective as a teacher in supporting student learning?)</i></p>											

## The Erindale Academy Daily Lesson Plan Unit # and Lesson Plan #

Assessment Strategies					
For Learning		As Learning		Of Learning	
<b>Student product:</b>		<b>Student product:</b>		<b>Student product:</b>	
<input type="checkbox"/> Diagnostic tests <input type="checkbox"/> Practice quiz <input type="checkbox"/> Pop quizzes <input type="checkbox"/> Homework <input type="checkbox"/> Class notes <input type="checkbox"/> Peer feedback <input type="checkbox"/> <b>Practice questions</b> <input type="checkbox"/> Practice tests	<input type="checkbox"/> Learning logs <input type="checkbox"/> Self-assessment sheet <input type="checkbox"/> Homework <input type="checkbox"/> Self-analysis sheet <input type="checkbox"/> Peer-analysis sheet	<input type="checkbox"/> Assignments <input type="checkbox"/> Tests <input type="checkbox"/> Exam <input type="checkbox"/> Case studies <input type="checkbox"/> Business report <input type="checkbox"/> Exit card	<input type="checkbox"/> <b>Class discussions</b> <input type="checkbox"/> Peer feedback	<input type="checkbox"/> <b>Whole class discussions</b> <input type="checkbox"/> <b>Group discussions</b>	<input type="checkbox"/> <b>Observation:</b> <input type="checkbox"/> Student-led discussion/debate <input type="checkbox"/> <b>Presentation</b> <input type="checkbox"/> Performance tasks
<b>Observation:</b>		<b>Observation:</b>		<b>Observation:</b>	
<input type="checkbox"/> <b>Class discussions</b> <input type="checkbox"/> Peer feedback		<input type="checkbox"/> <b>Whole class discussions</b> <input type="checkbox"/> <b>Group discussions</b>		<input type="checkbox"/> <b>Presentation</b> <input type="checkbox"/> Performance tasks	
<b>Conversation:</b>		<b>Conversation:</b>		<b>Conversation:</b>	
<input type="checkbox"/> Student teacher conferences <input type="checkbox"/> <b>Small group discussions</b>		<input type="checkbox"/> Student teacher conferences <input type="checkbox"/> <b>Small group discussions</b> <input type="checkbox"/> <b>Pair work</b>		<input type="checkbox"/> Student teacher conferences <input type="checkbox"/> <b>Question and answer session</b>	
Lesson Tools					
Direct Instruction	Indirect Instruction	Interactive Instruction	Independent Study	Experiential Learning	Instructional Skills
<input type="checkbox"/> Structured overview <input type="checkbox"/> Lecture <input type="checkbox"/> Compare & contrast <input type="checkbox"/> Socratic method <input type="checkbox"/> Demonstrations	<input type="checkbox"/> Problem solving <input type="checkbox"/> Case studies <input type="checkbox"/> Reading for meaning <input type="checkbox"/> Inquiry <input type="checkbox"/> Reflective discussion <input type="checkbox"/> Writing to inform <input type="checkbox"/> Concept formation <input type="checkbox"/> Concept mapping <input type="checkbox"/> Concept attainment	<input type="checkbox"/> <b>PowerPoint</b> <input type="checkbox"/> Video clip <input type="checkbox"/> Debates <input type="checkbox"/> Role playing <input type="checkbox"/> <b>Brainstorming</b> <input type="checkbox"/> Peer partner <input type="checkbox"/> Learning/analysis <input type="checkbox"/> <b>Discussion</b> <input type="checkbox"/> Laboratory groups <input type="checkbox"/> <b>Cooperative learning</b> <input type="checkbox"/> Groups <input type="checkbox"/> Jigsaw <input type="checkbox"/> Problem solving <input type="checkbox"/> Conferencing	<input type="checkbox"/> Essays <input type="checkbox"/> Computer assisted <input type="checkbox"/> instruction <input type="checkbox"/> Journals <input type="checkbox"/> Learning logs <input type="checkbox"/> Reports <input type="checkbox"/> Learning activity packages <input type="checkbox"/> Correspondence lessons <input type="checkbox"/> Learning contracts <input type="checkbox"/> <b>Homework</b> <input type="checkbox"/> Research projects <input type="checkbox"/> Assigned questions <input type="checkbox"/> Learning centers	<input type="checkbox"/> Field trips <input type="checkbox"/> Conducting <input type="checkbox"/> Experiments <input type="checkbox"/> Simulations <input type="checkbox"/> Games <input type="checkbox"/> Story telling <input type="checkbox"/> Focused imaging <input type="checkbox"/> Field observations <input type="checkbox"/> Role-playing <input type="checkbox"/> Model building <input type="checkbox"/> Surveys <input type="checkbox"/> Case studies	<input type="checkbox"/> <b>Explaining</b> <input type="checkbox"/> <b>Demonstrating</b> <input type="checkbox"/> <b>Questioning</b>