

Course Objective

This seminar aims to introduce some contemporary business frameworks and topics, and provide students with an opportunity to analyze and find practical solutions for actual business issues with people from different backgrounds using online platforms such as Zoom and social media. The course is divided into two parts; online individual lectures and online group work. The first part will be offered from May to July when you are expected to study basic knowledge of business framework via online lectures and create SWOT and Business model canvas with group work. The second part will take place in August when you attend the intensive online synchronous and asynchronous seminar sessions, work on a group project with students from other CCC participating universities, and present your final group findings to the representatives of companies or organizations.

Learning Goals

By taking this course, students will improve their understanding of global business, cross-cultural competency, analytical skills, and international team building including online communication and management skills related to business issues.

Course Schedule

1. Online individual lecture series (15 sessions) June 5-July 16 (JP), June 4-July 15 (Canada)

Session	Contents	Course format	Assignments	Due date
1	Course Introduction	Synchronous June 5(Sat) 8:00- 9:30 am (JP) June 4(Fri) 7:00-8:30 pm (ONT) 8:00-9:30 pm (NB)		
2	Recorded assignments by host companies or organizations	On-demand	Preference sheet & Introduction Movie	June 11, 11:30am(JP) June 10, 10:30pm(ONT) June 10, 11:30pm(NB)
3	Workshop: Self-introduction, team building	Synchronous June 19 (Sat) 8:00- 9:30 am (JP) June 18 (Fri) 7:00-8:30pm (ONT) 8:00-9:30 pm (NB)	Cultural exchange	
4	Make Q&A	Asynchronous	Arrange questions into a list with a group for Q&A sessions with a host company or organization.	June 23, 11:30am(JP) June 22, 10:30pm(ONT) June 22, 11:30pm(NB)
5	Q&A for assignments by host companies or organizations	Synchronous TBD (June24-30) 8:00- 9:30 am (JP) 7:00-8:30pm (ONT) 8:00-9:30 pm (NB)		

6	Business Design	On-demand		
7	Value Proposition, Inspiring Ideas	On-demand	Inspiring Ideas	July 16, 11:30am(JP) July 15, 10:30pm(ONT) July 15, 11:30pm(NB)
8	Business Model Canvas	On-demand	Business Model Canvas	July 16, 11:30am(JP) July 15, 10:30pm(ONT) July 15, 11:30pm(NB)
9	SWOT	On-demand	SWOT	July 16, 11:30am(JP) July 15, 10:30pm(ONT) July 15, 11:30pm(NB)
10	Web Strategy	On-demand		
11	Business Plan 1 (Concept)	On-demand		
12	Business Plan 2 (Presentation)	On-demand	Business Plan	July 16, 11:30am(JP) July 15, 10:30pm(ONT) July 15, 11:30pm(NB)
13	Group Work: SWOT	Asynchronous		
14	Group Work: Business Model Canvas	Asynchronous		
15	Group Work: Business Plan	Asynchronous		

Notes.

Time (JP): Kwansei Gakuin University

Time (ONT): University of Toronto, Queen’s University, and King’s University College at Western University

Time (NB): Mount Allison University

【Session1】 If you cannot participate in a session 1, please watch the course introduction by June 9(JP), June 8(Canada).

【Session 2】 Please submit individual questions of assignments and a preference sheet of host institutions by June 11, 11:30am(JP), June 10, 10:30pm(ONT), June 10, 11:30pm(NB). Your preference may not be reflected if you do not submit the preference sheet by the deadline. In terms of individual questions, please point out what kind of questions you may need to ask the corporate executive of your host organization and what kind of information you may still need to obtain in order to present your solution.

【Session 4】 Please arrange questions into a list with a group by June 23, 11:30am (JP), June 22, 10:30pm (ONT), June 22, 11:30pm (NB). Each group leader will e-mail the list to ccs submission@kwansei.ac.jp with the subject line: “GCSJ Q&A by (your name)/(your host organization)”.

【Sessions 6-12】 These sessions will be available on-demand, but the deadline for the assignments (Inspiring ideas, Business Model Canvas, SWOT, and Business Plan) is July 16, 11:30am (JP). July 15, 10:30pm (ONT), July 15, 11:30pm (NB).

Please use the report format and e-mail your report to ccs submission@kwansei.ac.jp with the subject line: “GCSJ individual report by (your name).” More information is available in the “Assignment Details” below.

2. Online group work series (10 sessions) Aug. 16-27(JP), Aug.15-26(Canada) Day1-10

Session	Contents	Course format	Time (JP)	Time(ONT)	Time (NB)
1	Presentation (SWOT)	Synchronous	Aug.16 8:00- 9:30am	Aug.15 7:00-8:30pm	Aug.15 8:00-9:30 pm
2	Presentation (Business Model Canvas)	Synchronous	Aug.17 8:00- 9:30 am	Aug.16 7:00-8:30pm	Aug.16 8:00-9:30 pm
3	Group Work 1 (Business Plan)	Synchronous	Aug.18 8:00- 9:30 am	Aug.17 7:00-8:30pm	Aug.17 8:00-9:30 pm
4	Tutorial with an instructor 1	Synchronous	Aug.19 8:00- 9:30 am	Aug.18 7:00-8:30pm	Aug.18 8:00-9:30 pm
5	Group Work 2 (Business Plan)	Synchronous	Aug.20 8:00- 9:30 am	Aug.19 7:00-8:30pm	Aug.19 8:00-9:30 pm
6	Tutorial with an instructor 2	Synchronous	Aug.23 8:00- 10:00am	Aug.22 7:00-9:00pm	Aug.22 8:00-10:00 pm
7	Rehearsal	Synchronous	Aug.24 8:00- 10:00am	Aug.23 7:00-9:00pm	Aug.23 8:00-10:00 pm
8	Group Work 3 (Business Plan)	Synchronous	Aug.25 8:00- 10:00am	Aug.24 7:00-9:00pm	Aug.24 8:00-10:00 pm
9	Final Presentation (Business Plan)	Synchronous	Aug.26 8:00- 9:30 am	Aug.25 7:00-8:30pm	Aug.25 8:00-9:30 pm
10	Wrap-up	Synchronous	Aug.27 8:00- 9:30 am	Aug.26 7:00-8:30pm	Aug.26 8:00-9:30 pm

Content Details

Session	Contents	Activities	Objectives
1	SWOT analysis	Present SWOT analysis	Improve knowledge about host companies with feedback
2	Business Model Canvas	Share Business Model Canvas with group members	Expand a host company's knowledge of stakeholders
3	Business Plan	Share Business Plan with group members	Share ideas and create a business plan
4	Tutorial with an instructor	Brush up Business Plan with group members	Consider problems and solutions
5	Business Plan	Modify Business Plan with group members	Analyze Business Plan
6	Tutorial with an instructor	Brush up Business Plan with group members	Consider problems and solutions
7	Rehearsal	Present a business plan to all students	Practice a business presentation
8	Business Plan	Modify Business Plan with group members	Analyze Business Plan
9	Final group presentation	Deliver final presentations (Business plans) to host organizations for consideration	Present a business plan in appropriate business manners and receive feedback effectively
10	Wrap-up	Summarize all sessions	Identify key takeaways

Notes.

Time (JP): Kwansei Gakuin University

Time (ONT): University of Toronto, Queen's University, and King's University College at Western University

Time (NB): Mount Allison University

Assignment Details

Online Individual Lecture Report (20%)

1. Inspiring Ideas
2. SWOT
3. Business Model Canvas
4. Business Plan

1. Write a 250-word short note including inspiring product name, function, and image. Try to identify the customer's problem and point out three selling points.
2. Write a 1000-word report on your host company and its industry. Try to identify competitors and customers of your host organization first and find *internal factors* (the strengths and weaknesses internal to the organization) and *external factors* (the opportunities and threats presented by the environment external to the organization) that may affect the business outcome of your host organization. You need to search for relevant articles from your host organization's website, newspapers, and business magazines to support your argument.
3. Write a 500-word report on your host organization using Business Model Canvas (Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, Revenue Streams).
4. Write a 1000-word idea report regarding a business plan on your host company. The contents of the report need to be included an assignment/task of your host organization and brief ideas as to why you propose the solution.

Deadline: July 16, 11:30am (JP), July 15, 10:30pm (ONT), July 15, 11:30pm (NB).

Please use the report format and e-mail your report to ccsubmission@kwansei.ac.jp with the subject: "GCSJ individual report by (your name)"

An early response is highly recommended. Late submission will be penalized.

Note. All assignments relate to online group work sessions starting from Aug. 16 (JP), Aug. 15 (Canada).

Group Presentation on Preliminary Research (SWOT 10%, Business Model Canvas 10%) (20%)

Make a 10-minute short presentation with your group members on your assigned business project. Briefly introduce your company (using SWOT) and present your tentative solution (using Business Model Canvas).

Final Group Research Presentation (40%)

Give a 10-minute presentation of the findings of your group project to your organization's representatives and academic instructors. State your assigned business issue and present your solutions. Business plans may include executive summaries, problems, market analyses, value propositions, and milestones. Remember that you are expected to present your solutions in a professional manner and to support your solutions with reasons and evidence.

Individual Reflection Report (10%)

Write a 1000-word reaction note in terms of your learning and challenge in the course. In your critical reflection paper, please touch upon the following points.

- What did you learn about the organization and its industry?
- What did you learn about yourself (attitude, perception, presumption, values) with regard to the group work?
- How did your experience in the course redefine your career plan?

Deadline: Deadline: September 1, 11:30am (JP), August 31, 10:30pm (ONT), August 31, 11:30pm (NB) . Please use the report format and e-mail your report to ccsubmission@kwansei.ac.jp with the subject: "GCSJ Reaction note by (your name)"

Evaluation

Online Individual Lecture Report (20%)

Group Presentation on Preliminary Research (20% = SWOT 10% & Business Model Canvas 10%)

Final Group Research Presentation (40%)

Individual Reflection Report (10%)

Class Participation (10%)

Notes

Plagiarism will not be tolerated. Plagiarism is the use of work published by others (either direct copies or close paraphrases) as if it is one's own work without appropriate citation. Proper citation can avoid plagiarism and misunderstandings.

We will use Zoom, Facebook, YouTube, and Jamboard in this course. You need to create your own Zoom and Facebook account if you do not have them.

References

1. Friend, G. & Zehle, S. (2004). *The Economist Guide To Business Planning*. Profile Books.
2. Brown, T.(2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. HarperBusiness.
3. Osterwaider, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
4. Richard Steers et al. (2013). *Management Across Cultures, Developing Global Competencies*. 2nd ed. New York: Cambridge University Press.
5. Roger M. & James M. (2012). *Canada: What It Is, What It Can Be*. Toronto: University of Toronto Press.