

Course Objective

This seminar aims to introduce some contemporary business frameworks and topics, and provide students skills to analyze and find practical solutions for actual business issues with people from different backgrounds using online platforms such as Zoom and social media. Given this aim, the course is divided into two parts; the pre-lecture period (online individual lectures) and the intensive course period (online group work). The first part will be offered from November to January for participants to learn basic knowledge of business framework via online lectures. The second part will take place in late-February 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.

Learning Goals

By taking this course, students can 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. Pre-lecture Period (Online individual lecture series): 13 sessions
Nov. 6-Jan. 14 (JP) / Nov. 5-Jan. 13 (CAN)

Session	Contents	Course format	Assignment s	Due date (JP)	Due date (ONT)	Due date (NB)
1	Course Introduction	On-demand lectures will be uploaded on Nov. 6.	Watch recorded assignments by host companies and submit preference sheet	Nov. 10, 11:30	Nov. 9, 21:30	Nov.9, 22:30
2	Q&A List Submission	Asynchronous	Arrange questions into a list with a group	Nov.18, 11:30	Nov.17, 21:30	Nov.17, 22:30
3	Ice Break and Team Building	Synchronous		Nov. 20, 8:00-9:30	Nov.19, 18:00-19:30	Nov.19, 19:00-20:30
4	Q&A session for assignments by host companies	Synchronous	Q&A session with a host company	Each team's date and time will be confirmed between Nov.22 -Dec. 3 (JP) / Nov. 21-Dec. 2 (CAN)		
5	Business Design and Design Thinking	On-demand		Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30
6	Problems Identification and Inspiring Ideas	On-demand	Inspiring ideas	Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30

7	Value Proposition	On-demand	Value Proposition Canvas	Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30
8	Business Model Canvas	On-demand	Business Model Canvas	Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30
9	SWOT	On-demand	SWOT	Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30
10	Web Strategy	On-demand				
11	Business Plan 1 (Concept)	On-demand				
12	Business Plan 2 (Presentation)	On-demand	Business Plan	Jan. 14, 11:30	Jan.13, 21:30	Jan.13, 22:30
13	Online Interactive session (Brainstorming)	Synchronous		Jan. 29, 8:00-9:30	Jan. 28, 18:00-19:30	Jan. 28, 19:00-20:30

Note:

【Session 1】 Watch recorded assignments provided by host companies, and submit individual questions of assignments and a the preference sheet to choose host companies by Nov. 10, 11:30 (JP) / Nov. 9, 21:30 (ONT) / Nov. 9, 22:30 (NB). Your request may not be reflected if you do not submit this sheet by the deadline.

【Session 2】 In terms of individual questions, please point out what kind of questions you may need to ask the company representatives of your company and what kind of information you may still need to obtain in order to present your solution. Also, please arrange questions into a list with a group by Nov. 18, 11:30 (JP) / Nov.17, 21:30 (ONT) / Nov.17, 22:30 (NB). Each group leader will upload your report to Google Drive with the document title : “GCSC individual report by (your name) /(your host company)”.

【Sessions 4-13】 The sessions 4-12 will be available on-demand, and the 13th session will be synchronous but the deadline for the assignments (Inspiring ideas, Value Proposition Canvas, Business Model Canvas, SWOT, and Business Plan) are Jan. 14, 11:30 (JP) / Jan.13, 21:30 (ONT) / Jan.13, 22:30 (NB). Please use the report format and upload your report to Google Drive with the document title: “GCSC individual report by (your name)/(your host company)”. More information is available in the “Assignment Details” below.

2. Intensive Course Period (Online group work series): 13 sessions/ Day1-6
Feb. 21 - 26 (JP) / Feb.20 -25 (CAN)

Schedule	Session	Contents	Course format	Time (JP)	Time(ONT)	Time (NB)
Day1	1	Introduction; Group Work (Inspiring Ideas)	Synchronous	Feb.21 8:00- 9:30	Feb.20 18:00-19:30	Feb.20 19:00-20:30
	2	Presentation (Inspiring Ideas)	Synchronous	9:30-11:00	19:30-21:00	20:30-22:00
Day2	3	Group Work (Business Model Canvas)	Synchronous	Feb.22 8:00- 9:30	Feb.21 18:00-19:30	Feb.21 19:00-20:30

	4	Presentation (Business Model Canvas)	Synchronous	9:30-11:00	19:30-21:00	20:30-22:00
Day3	5	Group Work (SWOT analysis)	Synchronous	Feb.23 8:00- 9:30	Feb.22 18:00-19:30	Feb.22 19:00-20:30
	6	Presentation (SWOT)	Synchronous	9:30-11:00	19:30-21:00	20:20-22:00
Day4	7	Group Work (Business Plan)	Synchronous	Feb.24 8:00- 9:30	Feb.23 18:00-19:30	Feb.23 19:00-20:30
	8	Presentation and Tutorial with an instructor and guest commentators	Synchronous	9:30-11:00	19:30-21:00	20:30-22:00
Day5	9	Rehearsal	Synchronous	Feb.25 8:00- 9:30	Feb.24 18:00-19:30	Feb.24 19:00-20:30
	10	Rehearsal	Synchronous	9:30-11:00	19:30-21:00	20:30-22:00
Day6	11	Final Presentation (Business Plan)	Synchronous	Feb.26 8:00- 9:30	Feb.25 18:00-19:30	Feb.25 19:00-20:30
	12	Final Presentation (Business Plan)	Synchronous	9:30-11:00	19:30-21:00	20:30-22:00
	13	Wrap-up and Course Evaluation Survey	Synchronous	11:00-11:30	21:00-21:30	22:00-22:30

Content Details

Schedule	Contents	Activities	Objectives
Day1	1. Introduction 2. Technology training 3. Inspiring Ideas	<ul style="list-style-type: none"> • Course schedule and objectives • Instructions of using Zoom, WhatsApp, Google drive, Facebook (alumni page), group training • Complete a one-sheet format to inspire your idea of addressing issue/s provided by your host company • Share your ideas with your group members 	<ul style="list-style-type: none"> • Understand objectives and due date • Become familiar with several communication tools • Develop knowledge about a host company
Day2	1. Presentation (Business Model Canvas) 2. Business Plan	<ul style="list-style-type: none"> • Present Business Model Canvas to all students • Share Business Model Canvas with group members • Share Business Plan with group members 	<ul style="list-style-type: none"> • Analyze business models using Business Model Canvas • Share ideas and create a business plan
Day3	1. SWOT analysis 2. Business Model Canvas	<ul style="list-style-type: none"> • Present SWOT analysis • Share SWOT analysis with group members 	<ul style="list-style-type: none"> • Accumulate additional knowledge about host companies with feedback

		<ul style="list-style-type: none"> • Assessing each building block of Business Model Canvas using SWOT analysis 	<ul style="list-style-type: none"> • Expand a host company's knowledge of stakeholders
Day4	<ol style="list-style-type: none"> 1. Tutorial with an instructor 2. Prototype your business plan 	<ul style="list-style-type: none"> • Build a prototype of your business plan • Brush up Business Plan with group members • Present Your Prototype and obtain feedbacks • Modify Business Plan with group members 	<ul style="list-style-type: none"> • Consider problems and solutions • Analyze Business Plan
Day5	<ol style="list-style-type: none"> 1. Rehearsal 	<ul style="list-style-type: none"> • Present a business plan to all students • Receive feedbacks and reflect comments on your business plan • Streamline your business plan • Prepare final presentation 	<ul style="list-style-type: none"> • Practice a business presentation
Day6	<ol style="list-style-type: none"> 1. Final group presentation 2. Wrap-up 	<ul style="list-style-type: none"> • Deliver final presentations (Business plans) to host companies for consideration • Summarize all sessions 	<ul style="list-style-type: none"> • Present a business plan in appropriate business manners and receive feedback effectively • Identify key takeaways

Notes.

Time (JP): Japan

Time (CAN): Canada

Time (ONT): Ontario

Time (NB): New Brunswick

Assignment Details

Online Individual Lecture Report (30%)

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

1. Inspiring Ideas: Write an business idea of your product or service that address the proposed problem/s by the company. Draw them on a sheet of A4 paper just like a cover of the magazine. Try to identify customer's problem, point out three selling points, and include on your paper. Also write a 250-word short note about your idea on the back side of the A4 paper. Scan your paper after hand-writing your idea (<https://play.google.com/store/apps/details?id=com.adobe.scan.android&hl=en&gl=US> or <https://apps.apple.com/us/app/adobe-scan-mobile-pdf-scanner/id1199564834>) and submit as a digital file via google drive with other assignments.

2. Value Proposition Canvas: Write a 500-word report on your host companies using Value Proposition Canvas (customer job, pains, gains, gain creators, pain relievers, and products and services). Develop your Value Proposition Canvas by using a format sheet provided by the lecturer.
3. Business Model Canvas: Write a 500-word report on your host company using Business Model Canvas (Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, Revenue Streams). Develop your Business Model Canvas by using Canvanizer (<https://canvanizer.com>).
4. SWOT: Write a 1000-word report on your host company and its industry in accordance with the SWOT analysis. Try to identify competitors and customers of your host organization first and find *internal factors* (the strengths and weaknesses internal to the company) and *external factors* (the opportunities and threats presented by the environment external to the company) that may affect the business outcome of your host companies. To support your discussions, you need to search rationales and coherent information from relevant articles regarding your host company, including the website, newspapers, and business magazines.
5. Business Plan: 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 company and brief ideas as to why you propose the solution.

Deadline: Jan. 14, 11:30 (JP) / Jan. 13, 21:30 (ONT) / Jan. 13, 22:30 (NB). Please use the report format and upload your report to the Google Drive with the subject: "GCSC individual report by (your name)" An early response is highly recommended. Late submission will be penalized.

Note. All assignments relate to the Intensive Course Period (online group work sessions) starting from Feb. 21 (JP) / Feb 20 (CAN).

Group Presentation on Preliminary Research (Inspiring Idea 10%, Business Model Canvas 10%, SWOT 10%) (in total 30%) Make a 10-minute short presentation with your group members on your assigned business project. Briefly introduce your idea to solve problem, analyze your company (using SWOT) and present your tentative solution (using Business Model Canvas).

Final Group Research Presentation (30%)

Give a 10-minute presentation of the findings of your group project to your company's representatives and academic instructors. State your assigned business issues and present your solutions for the issues. The 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 company 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: March. 5, 11:30 (JP) / March 4, 21:30 (ONT) / March 4, 22:30 (NB). Please use the report format and upload your report to the Google Drive with the subject: “GCSC Reaction note by (your name)”

Evaluation

- 1) From Pre-lecture Period (Online individual lecture series):
Online Individual Lecture Report (30%)
- 2) From Intensive Course Period (Online group work series)
Group Presentation on Preliminary Research (30% = Inspiring Idea 10% & SWOT 10% & Business Model Canvas 10%)
Final Group Research Presentation (30%)
Individual Reflection Report (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, Whatsapp, Google Drive and Youtube in this course. You need to create your own Zoom, Google and Whatsapp account if you do not already have one.

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. Osterwaider, A. & Pigneur, Y. (2014). *Value Proposition Design*. Wiley.
5. Richard Steers et al. (2013). *Management Across Cultures, Developing Global Competencies*. 2nd ed. New York: Cambridge University Press
6. Roger M. & James M. (2012). *Canada: What It Is, What It Can Be*. Toronto: University of Toronto Press