

# CCC Global Career Seminar in Japan 2024

Instructors : James Liu, Norie Yazu  
Course Website : <https://kguccc.com/gcsj/>

## Course Overview:

The Global Career Seminar in Japan (GCSJ) is a unique program where students are taught modern business tactics and then given business assignments by companies/organizations. They will produce a business plan in a group of approximately 6, which will consist of Kwansei Gakuin University students and various Canadian university students. The aim here is to work with students from various cultural backgrounds to achieve a common business goal. Moreover, the business concepts taught in this course are practical for common use.

This course is divided into two parts; the online period (remote) and the on-site period (in Japan). The online period will be from June to July, and will consist of 7 to 8 short videos paired with 4 or 5 short assignments. The online period also includes Zoom sessions with the classmates in order to get to know each other.

The on-site period will take place in August in Japan. The venue will be one of the Kwansei Gakuin University campuses. The teams will be given several days to brush up their business plans and prepare for their final presentations. During the tutorials, the students will conduct preliminary presentations and meet with the representatives of the companies/organizations to get their advice. During the tutorials, the students will conduct preliminary presentations and meet with the representatives of the companies/organizations to get their advice. The final presentation will be conducted as a competition-style event where all teams present their business plans to the representatives of the companies/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 project management skills.

## Course Schedule:

### Online Period :

Syllabus can be out of date!

For specific, up-to-date times, please go to <https://kguccc.com/gcsj/>

Date (ONT/NB)	Date (JP)	Content
June 2	June 3	Videos Uploaded *1
June 2	June 3	Course Intro & Company List Announcement *2
June 9	June 10	<b>Assignment</b> : Submit Company Preference Form
June 14 19:00-20:30 (ONT) 20:00-21:30 (NB)	June 15 8:00-9:30	Ice-Breaker Zoom Session - Meet your classmates and groupmates! * <b>Synchronous</b>
June 23	June 24	<b>Assignment</b> : Submit Q&A List for your company
TBD	TBD	Q&A Session with your company
June 19	June 20	Intro to Business Modern Organizations in JP/CAN Diversity Challenges in Japan
June 25	June 26	Creating a Business Idea
June 30	July 1	<b>Assignment</b> : Submit Business Idea
July 3	July 4	Modern Marketing Research Methods Web Strategy
July 4	July 5	<b>Assignment</b> : Customer Research Report
July 6	July 7	<b>Assignment</b> : Website Prototype
July 9	July 10	Business Plan
July 11	July 12	<b>Assignment</b> : Business Plan
July 12 19:00-20:30 (ONT) 20:00-21:30 (NB)	July 13 8:00-9:30	Zoom Session : Business Plan Preliminary Presentations * <b>Synchronous</b>

Notes:

\* 1 : Students are advised to watch the videos as soon as possible and submit the assignments by the deadline. Make sure your work with this course will not conflict with your regular course work at your home university.

\* 2 : Watch the recorded company analysis by the instructor and the company assignments. Based on these materials, fill out the Preference Form to choose a company/organization which interests you. As this Preference Form will be used to match the students with the companies/organizations, it should be submitted by the above deadline. The students' request may not be accommodated if the form is not submitted by the deadline. The students should also be advised that their first choice is not always guaranteed.

**On-site Period In Japan :**

Schedule	Session	Time	Contents
Day 1 8/2 Fri	1	9:30-12:00	Orientation & Ice-Breaker, , Cross-Cultural Experience
			Japanese Cultural Activities
		12:00-13:30	Lunch Break
	2	13:30-16:30	Group Work
		Preliminary Group Presentation	
Day 2 8/3 Sat		TBD	Field Study Day
8/4 Sun			Day off - No sessions
Day 3 8/5 Mon	3	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	4	13:30-16:30	Company Briefing
Day 4 8/6 Tue	5	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	6	13:30-16:30	Group Work / Tutorials
Day 5	7	9:30-12:00	Group Work / Tutorials

8/7 Wed		12:00-13:30	Lunch Break
	8	13:30-16:30	Rehearsal 1 for Final Presentation
Day 6 8/8 Thu	9	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	10	13:30-16:30	Rehearsal 2 for Final Presentation
Day 7 8/9 Fri	11	9:30-12:00	Final Presentation
		12:00-13:30	Lunch Break
	12	13:30-16:30	Final Presentation/Award Presentation
Day 8 8/10 Sat	13	9:30-11:30	Wrap-up and Course Evaluation Survey

Detailed schedule to be determined closer to date.

## Assignments

### Online Individual Assignments (30%)

1. Business Idea (7.5%)
2. Customer Research Report (7.5%)
3. Website Prototype (7.5%)
4. Business Plan (7.5%)

**Submit as PDF or Word document via the submission links on the CCC website :** <https://kguccc.com/gcsj/>

Early response is highly recommended. Late submission will be penalized.

#### 1. Business Ideas (Max 380 words):

Due date(s): July 1, 9:00 (JP) / June 30, 20:00 (ONT) / June 30, 21:00 (NB)

Part 1 (80 words) :

Explain your business idea that solves the issue outlined by your company.

Include a simple illustration of sorts : Charts, graphs, drawings, anything that helps visualize the product, service, or process. This should be a simple illustration that takes less than 10 minutes.

Part 2 (300 words) :

Write a ~300 word note explaining your business idea from the perspectives of 2 parties :

1 : Perspective of the customer (150 words or less) Talk about the perspective in the first person view, in regards to how it benefits the customer.

2 : Perspective of the company (150 words or less) Talk about the perspective in the first person view, in regards to how it benefits the company and how feasible it is.

## 2. **Customer Research Report (Max 500 words):**

Due date(s): July. 5, 9:00 (JP) / July. 4, 20:00 (ONT) / July. 4, 21:00 (NB)

Write a maximum 500 word report with :

1 : Customer Persona (100 words)

Based on the company assignment and your idea described in the “Inspiring Ideas” assignment, describe the persona of your customers in less than 100 words. It also needs to address the company’s assignment as well.

2 : On-site Customer Research Plan (150 words)

Then, describe the on-site research that you want to do. How will you find the participants? What questions will you ask them? What will be the setting? Location? Etc. Make sure your plan is executable. We will actually do these interviews if the opportunity arises.

3 : Digital Research Data (Customer Volume & Interest) (150 words + screenshots)

Describe the possible customer volume & interest using digital data. Use screenshots from the tools described in this lecture or any market research tools like Exploding Topics, etc to validate your idea. You should be interested in validating that there are volumes of customers(ie search volume), as well as general interest in your idea.

## 3. **Website Prototype**

Due date(s): July. 7, 9:00 (JP) / July. 6, 20:00 (ONT) / July. 6, 21:00 (NB)

Make a single page website introducing the Business Idea that you’ve submitted previously. Use Carrd.co or Squarespace or WIX. Write the URL of your site in a word document. You can save and get the URL of the website on Carrd.co by following the instructions on this [image](#).

## 4. **Business Plan**

Due date(s): July. 12, 9:00 (JP) / July. 11, 20:00 (ONT) / July. 11, 21:00 (NB)

## 5. Prepare a 5-page PowerPoint slide regarding a business plan for your host company.

Content of the slides need to follow the format given in this video : <https://kguccc.com/gcsj/lecture10>

## **(August) Onsite Intensive Course Period (70%)**

### **1. Preliminary Presentation on Day 1 (10%)**

Make a 10-minute short presentation with your group members on your assigned business project. Briefly introduce your idea to solve problems, analyze your company and present your tentative solution.

### **2. Active Participation (20%)**

Students will be marked on their willingness to participate and contribute to their group during the course. Students will receive a higher mark if they speak up in the group, in class, and contribute to the overall group work. This does not necessarily mean we expect you to speak constantly or overexpress, it means creating a positive atmosphere for everyone within the group and class, and making sure that the groups are running in an efficient way.

### **3. Final Presentation (30%)**

Give a 15-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 professionally and to support your answers with reasons and evidence.

### **4. Individual Reflection Report (10%)**

Due date(s): August 21, 9:00 (JP) / August 20, 20:00 (ONT) / August 20, 21:00 (NB)

Write an 800-word reaction note regarding 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) about group work? • How did your experience in the course redefine your career plan?

### **Grading (in summary):**

- 1) Online Period : 30% (4 Assignments, worth 7.5% each)
- 2) On-site Period : 70% (Refer to the assignments above)

\*Late submission of assignments will be penalized.

## **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 work without appropriate citation.

Proper citations can avoid plagiarism and misunderstandings. We will use Zoom and YouTube in this course. You need to create your Zoom account if you do not already have one.

## **References**

1. Thiel, P. & Masters, B. (2014). *Zero to One: Notes on Startups, or How to Build the Future*. Crown Currency.