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 background.

The course is divided into two parts; an online lecture series and a face-to-face group project. From November to January, you are expected to view the online lecture series and gain basic knowledge of international and Canadian Business. In mid-February, you will attend the intensive seminar sessions at the University of Toronto, work on a group project with students from other CCC participating universities, and present your solution to the representative of your host institution.

By taking this course, students will improve their understanding of Canada’s global business, cross-cultural competency, information gathering and analytical skills related to business issues, and international team building and communication skills.

References

2. Roger Martin and James Milway (2012), Canada: What It Is, What It Can Be, Toronto: University of Toronto Press

Course Requirements

Online Lecture Reaction Notes (20%)
Write a short reaction note (about 250 words) for each online lecture #2 - #9. Briefly summarize the intent and major points of the lecture and discuss what parts or aspects of the lecture were most intriguing to you. Each lecture reaction note counts 2.5% of your final course grade. Please e-mail your report to cccsubmission@kwansei.ac.jp within two weeks after you receive each online lecture from the CCC office under the subject headline: “GCS Lecture Reaction # (Lecture number) by (your name)”. We will not grade reaction notes submitted after Midnight of Jan. 20th (JST).

Individual Company Analysis Report (20%)
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 institution’s website, newspapers and business magazines to support your argument.
Deadline: Mid-night of Jan. 31st (JST). Please e-mail your report to cccsubmission@kwansei.ac.jp with the subject: “GCS Company Analysis Report by (your name)”

Group Presentation on Preliminary Research (20%)
Make a 10-minute short presentation with your group members on your assigned business project. Briefly introduce your company (using SWOT) and your assignment, and present your tentative solution. In addition, point out what kind of questions you may need to ask the corporate executive of your host institution and what kind of information you may still need to obtain in the next couple days in order to present your solution. Do not make a power point presentation.

Final Group Research Presentation (20%)
Make a 15-minute presentation of the findings of your group project in front of your company representatives and academic instructors. You do not need to re-introduce your host company and its industry. Just state your assigned business issue and present your solutions. Remember that you are expected to present your solutions in a professional manner and to support your solutions with reasons and evidence.

Final Group Report (20%)
Submit a double-spaced group report on your assigned project and your solution (approximately 2500-3000 words) on **February 22**nd, 2020. As per other academic courses, you are expected to write a logical paper that has a thesis statement, supporting reasons and evidence. You may incorporate comments and anecdotes you have heard from your company’s representatives as well as data from your host institution’s website and brochure (if any). Your final group report should be submitted both **in person and by email** (cccs_submission@kwansei.ac.jp) and no later than 10:00 am (EST). Students should hand papers directly to the course instructors and send a soft copy to the CCC email account. Do not entrust it to a friend.

**Notes**

- Make every effort to avoid plagiarism. Plagiarism is the use of the written work of others (either direct copies or close paraphrases) as one’s own original work. If quotations and/or passages from other works are used in your papers, they must be accorded the proper citation in order to avoid any misunderstandings about plagiarism.

- Students should always send a soft copy to the CCC email account. Essays are due in class at the time specified; essays overdue by even one hour are deemed late. Late penalties will accrue until a soft copy of the paper is received. Late papers incur a penalty of 5 marks per day late.

**Course Schedule**

*(Session in Toronto: East Standard Time)*

<table>
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<tr>
<th>Date (Y/M/D)</th>
<th>Schedule</th>
<th>Topic of talk/activity</th>
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| 2019/11/16~2020/01/11 | Online Seminars: 9 Sessions (Tentative)  
1. Course Introduction, SWOT Analysis  
4. International Business 3: Governance and Management (Craig)  
5. International Business 4: Marketing –A (Ahmad)  
6. International Business 5: Marketing –B (Ahmad)  
7. Topics in Canadian Business 1 : Diversity (Clugston)  
8. Topics in Canadian Business 2 : WLB (Clugston)  
9. Disciplined Entrepreneurship Framework (Hussainee) | -All sessions are uploaded online sessions, and students take the sessions individually via internet  
*The number of online sessions is subject to change, and will be informed to students once confirmed. |
| 2020/01/11 | 10. Final Orientation | Company Introduction |
| 2020/02/15 | Osaka → Canada (KGU students) | |
| 2020/02/17 | 11. Canada Orientation  
12. Workshop on Industry/Company Analysis  
13. Preliminary Research Presentation | (13) Presentations by Students  
(14-15) Business Briefing by Company Representatives  
(16.-17) Interactive Session with Company Representatives |
16-17. Workshop with Company Representatives | (24-26) Final Group Presentation in front of Company Representatives |
| 2020/02/19 | 18-20. Group Research Project (Day 1)*  
2020/02/20 | 21-23. Group Research Project (Day 2)*  
2020/02/21 | 24-26. Final Group Presentation | |
| 2020/02/22 | 27. Wrap-Up Session | |

*There will be tutorial sessions in the afternoon of February 19 and 20.*