

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 November to January when you are expected to study basic knowledge of business framework via online lectures. The second part will take place in mid-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 or organization.

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 (10 sessions) Nov.7 (Sat)-Jan.15 (Fri) (JST)

Session	Contents	Course format	Assignments	Due date
1	Course Introduction	Synchronous (KGU students only). Nov. 7 (Sat). 9:30-11:00JST On-demand (Canadian students)	Watch the Course Introduction by Nov. 11(JST).	
2	Recorded assignments by host companies or organizations	On-demand	Preference sheet & Introduction Movie	Nov. 12, 11:30am JST
3	Q&A for assignments by host companies or organizations	Asynchronous	Arrange questions into a list with a group +Q&A session with a host company	Nov. 24, 11:30am JST
4	Business Design	On-demand		
5	Value Proposition, Inspiring Ideas	On-demand	Inspiring Ideas	Jan. 15, 11:30am JST
6	Business Model Canvas	On-demand	Business Model Canvas	Jan. 15, 11:30am JST
7	SWOT	On-demand	SWOT	Jan. 15, 11:30am JST
8	Web Strategy	On-demand		
9	Business Plan 1(Concept)	On-demand		
10	Business Plan 2 (Presentation)	On-demand	Business Plan	Jan. 15, 11:30am JST

Note:

【Session 1】 Please watch the course introduction during the following dates: Nov. 9 - Nov. 11.

【Session 2】 Please submit individual questions of assignments and a preference sheet of host institutions by Nov. 12, 11:30am JST. Your preference may not be reflected if you do not submit the preference sheet by the deadline.

【Session 3】 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. Also, please arrange questions into a list with a group by Nov. 24, 11:30am JST. Each group leader will e-mail the list to ccsubmission@kwansei.ac.jp with the subject line: "GCSC Q&A by (your name)/(your host organization)".

【Sessions 4-10】 These sessions will be available on-demand, but the deadline for the assignments (Inspiring ideas, Business Model Canvas, SWOT, and Business Plan) are Jan. 15, 11:30am JST. Please use the report format and e-mail your report to ccsubmission@kwansei.ac.jp with the subject line: "GCSC individual report by (your name)". More information is available in the "Assignment Details" below.

2. Online group work series (13 sessions) Feb. 14(Sun)-20(Sat), Day1-6

Schedule	Session	Contents	Course format	Time (JP)	Time(ONT)	Time (NB)
Day1	1	Workshop (Introduction, Inspiring Ideas)	Synchronous	Feb.15 8:00- 9:30 am	Feb.14 6:00- 7:30pm	Feb.14 7:00-8:30 pm
	2	Review SWOT, Business Model Canvas and Business Plan	Synchronous	9:30- 11:00 am	7:30-9:00 pm	8:30-10:00 pm
	3	Group Work (SWOT analysis)	Synchronous	11:00- 12:30 am	9:00- 10:30 pm	10:00- 11:30 pm
Day2	4	Presentation (SWOT)	Synchronous	Feb.16 8:00- 9:30 am	Feb.15 6:00-7:30 pm	Feb.15 7:00-8:30 pm
	5	Group Work (Business Model Canvas)	Synchronous	9:30- 11:00 am	7:30-9:00 pm	8:30-10:00 pm
Day3	6	Presentation (Business Model Canvas)	Synchronous	Feb.17 8:00- 9:30 am	Feb.16 6:00-7:30 pm	Feb.16 7:00-8:30 pm
	7	Group Work (Business Plan)	Asynchronous	9:30- 11:00 am	7:30-9:00 pm	8:30-10:00 pm
Day4	8	Tutorial with an instructor	Synchronous	Feb.18 8:00- 9:30am	Feb.17 6:00-7:30 pm	Feb.17 7:00-8:30 pm
	9	Group Work (Business Plan)	Asynchronous	9:30- 11:00am	7:30-9:00 pm	8:30-10:00 pm

Day5	10	Rehearsal	Synchronous	Feb.19 8:00- 9:30 am	Feb.18 6:00-7:30 pm	Feb.18 7:00-8:30 pm
Day6	11	Final Presentation (Business Plan)	Synchronous	Feb.20 8:00- 9:30 am	Feb.19 6:00-7:30 pm	Feb.19 7:00-8:30 pm
	12	Final Presentation (Business Plan)	Synchronous	9:30- 11:00 am	7:30-9:00 pm	8:30-10:00 pm
	13	Wrap-up	Synchronous	11:00- 12:30 am	9:00- 10:30 pm	10:00- 11:30 pm

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 (30%)

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

1. Write a 250-word short note including inspiring product name, three selling points, and product image.

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: Jan. 15, 11:30am JST). Please use the report format and e-mail your report to ccsubmission@kwansei.ac.jp 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 online group work sessions starting from Feb. 15th.

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 15-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: February 26 (11:30 am JST). Please use the report format and e-mail your report to ccsubmission@kwansei.ac.jp with the subject: "GCSC Reaction note by (your name)"

Evaluation

Online Individual Lecture Report (30%)

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

Final Group Research Presentation (40%)

Reflection Report (10%)

Notes

Plagiarism will not be tolerated. Plagiarism is the use of work published by others (either direct copies of 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, and You Tube in this course. You need to create your own Zoom and Facebook 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. 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