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CCC Global Career Seminar in Canada 2024 (Tentative)

Liu James
Norie Yazu

Course Objective:

The Global Career Seminar in Canada (GCSC) aims to introduce some contemporary business frameworks and topics and provide students with 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 (individual online lectures) and the intensive course period (onsite group work).

The first part will be offered from November to January for participants to learn basic knowledge of business frameworks via online lectures.

The second part will take place in February when you attend the intensive onsite 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 onsite.

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:

Pre-lecture Period (Online individual lecture series): 12 sessions

Session	Contents	Course format	Assignments	Date (JP)	Date (ONT)	Date (NB)
	On-demand lectures will be uploaded		Watch recorded assignments by host companies.	Nov. 4	Nov. 3,	Nov.3,
1	Course Introduction		<u>Submit a Preference Form</u>	Deadline Nov. 14, 11:30	Deadline Nov. 13, 21:30	Deadline Nov.13, 22:30
	Announcement of companies			Nov. 17	Nov. 16	Nov. 16
2	Ice-Breaker and Team Building	Synchronous (Online)		Nov. 18 8:00-9:30	Nov.17, 18:00-19:30	Nov.17, 19:00-20:30
3	Q&A List Submission	Asynchronous	<u>Arrange questions into a list with a group</u>	Deadline Nov. 27, 11:30	Deadline Nov. 26, 21:30	Deadline Nov. 26, 22:30

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4	Q&A session for assignments by host companies	Synchronous (Online)	Q&A session with a hosting company	TBA (One session/group between late November and mid-December.)		
5	Intro to Business & Modern Organizations in Japan and Canada	On-demand				
6	The Role of a Good Business Consultant	On-demand				
7	Problems Identification and Inspiring Ideas	On-demand	Inspiring ideas	Dec. 17, 11:30	Dec.16, 21:30	Dec. 16, 22:30
8	Modern Marketing Research Methods	On-demand	Customer Research Report	Dec. 20, 11:30	Dec. 19, 21:30	Dec. 19 22:30
9	Web Strategy	On-demand	Website Prototype	Dec. 23 11:30	Dec. 22 21:30	Dec. 22 22:30
10	Business Plan 1 (Concept)	On-demand				
11	Business Plan 2 (Presentation)	On-demand	Business Plan	Jan. 10, 11:30	Jan. 9, 21:30	Jan. 9 22:30
12	Online Interactive Session (Brainstorming)	On-demand + Synchronous (Online)		Jan. 27, 8:00-9:30	Jan. 26, 18:00-19:30	Jan. 26, 19:00-20:30

Notes:

Session 1: Watch the recorded introduction and the various recorded host company assignments. Based on these materials, choose a preferred company and submit a Preference Form listing the companies according to your preference. You might also want to include any questions you would like the companies to address. Your Preference Form will be used to match you with a company, so be sure to submit the form by deadline above. Your request may not be reflected if you do not submit this form by the deadline.

Session 2: In terms of individual questions, please point out what questions you may need to ask your company representatives and what information you may still need to obtain to present your solution. Also, please arrange questions into a list with a group by deadline above. Each group leader will submit ~~upload~~ your report to the requested link ~~Google Drive~~ with the document title: "GCSC Group Questions by (Leader's name) _ (your host company)."

Sessions 5-12: Sessions 5-12 will be available on-demand, and the 12th session will be synchronous (online). Early submission of each report is encouraged. Please use the report format and submit ~~upload~~ your report on five assignments to the requested link ~~Google Drive~~ with the document title: "GCSC ((1) Inspiring Ideas / (2) Customer Research Report / (3) Website Prototype / (4) Business Plan) report by (your name) _ (your host company)." More information is available in the "Assignment Details" below.

Time (JP): Japan, Time (ONT): Ontario, Time (NB): New Brunswick

Intensive Course Period (Onsite group work series): 12 sessions/

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Schedule	Session	Time (ONT)	Contents
Day1 2/19 (Mon)	1	9:30-10:00	Introduction; Icebreaking
	2	10:15-12:00	Group Work (Inspiring Ideas)
	3	12:00-13:30	Lunch Break
13:30-16:30		Preliminary Research Presentation	
Day2 2/20 (Tue)	4	9:30-12:00	Briefing Session with company representatives
		12:00-13:30	Lunch Break
	5	13:30-16:30	Group Research Project / Tutorials
Day3 2/21 (Wed)	6	9:00-12:00	Group Research Project / Tutorials
		12:00-13:30	Lunch Break
	7	13:30-16:30	Group Research Project / Tutorials
Day4 2/22 (Thu)	8	9:30-12:00	Group Research Project / Tutorials
		12:00-13:30	Lunch Break
	9	13:30-16:30	Rehearsal (Presentation)
Day5 2/23 (Fri)	10	9:00-12:30	Final Presentation
		12:00-13:30	Lunch Break
	11	13:30-16:30	Final Presentation /Award Presentation
Day6 2/24 (Sat)	12	9:30-11:30	Wrap-up and Course Evaluation Survey

Content Details:

Schedule	Contents	Activities	Objectives
Day1	<ol style="list-style-type: none"> 1. Introduction; Icebreaking 2. Group Work (Inspiring Ideas) 3. Preliminary Research Presentation 	<ul style="list-style-type: none"> • Course schedule and objectives • Instructions on Google drive, website, and group training • Share your ideas with your group members. • Come up with a joint preliminary business plan as a group. 	<ul style="list-style-type: none"> • Understand objectives and due dates. • Become familiar with group members. • Share knowledge about a hosting company. • Share unique ideas and come up with a standard set of business plans.

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		<ul style="list-style-type: none"> • Preliminary Research Presentation (10 minutes) as a group. 	
Day2	<ol style="list-style-type: none"> 1. Briefing Session with company representatives 2. Group work 	<ul style="list-style-type: none"> • Q&A session with company representatives 	<ul style="list-style-type: none"> • Accumulate additional knowledge about host companies with feedback • Expand a host company's knowledge of stakeholders
Day3	<ol style="list-style-type: none"> 1. Group Work 2. Tutorial with an instructor 	<ul style="list-style-type: none"> • Share Customer Research Reports with your team • Agree on a target customer group within your group • Build a prototype of your business plan • Brush up on Business Plan with group members 	<ul style="list-style-type: none"> • Consider problems and solutions
Day4	<ol style="list-style-type: none"> 1. Group Work 2. Tutorial with an instructor 3. Rehearsal 	<ul style="list-style-type: none"> • Present Your Prototype and obtain feedback • Modify Business Plan with group members • Present a business plan to all students • Receive feedback and reflect comments on your business plan • Streamline your business plan • Prepare final presentation • Presentation (15 minutes, Rehearsal) 	<ul style="list-style-type: none"> • Analyze Business Plan • Practice a business presentation
Day5	<ol style="list-style-type: none"> 1. Final group presentation 	<ul style="list-style-type: none"> • Final presentation to host companies 	<ul style="list-style-type: none"> • Present a business plan in an appropriate business manner and receive feedback effectively
Day6	<ol style="list-style-type: none"> 1. Wrap-up 	<ul style="list-style-type: none"> • Summarize all sessions 	<ul style="list-style-type: none"> • Identify key takeaways

Assignment Details

(Spring) Online Individual Lecture Report (30%)

1. Inspiring Ideas
2. Customer Research Report
3. Website Prototype
4. Business Plan

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Please use the report format and upload your four reports to Google Drive the requested link with the names suggested above.

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

1. Inspiring Ideas: Due date(s): as described above

Write a business idea of your product or service that addresses the proposed problem/s by the company. Draw them on a sheet of A4 paper, like a magazine cover. Try to identify the customer's problem, point out three selling points, and include them in your paper. Also, write a 250-word short note about your idea on the back side of the A4 paper. Scan your document 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 to the requested link ~~via google drive~~ with other assignments. The suggested name of the file: "GCSC Inspiring Ideas report by (your name) _ (your host company)."

2. Customer Research Report: Due date(s): as described above

Conduct customer research either online using free tools or in-person through your network to understand the customer profile relevant to your assigned company. Write a 500 word report that presents your findings such as : potential volume of new customers, preferred branding, preferred method of purchase, and other points discussed in the Modern Marketing Methods lecture.

Upload your report with the following file name: "customer_research_(your name) _ (your host company)."

3. Website Prototype : Due date(s): as described above

Use a free tool like Framer, Squarespace, Wordpress, or WIX (or even code from scratch) to create a website prototype based on a business idea that you have for your assigned company that arose from the customer research. Submit the website with a URL (as a document in the requested link) or a ZIP file uploaded to the requested link.

The name of the file needs to be: "GCSC_website_by_(your name) _ (your host company)."

4. Business Plan: Due date(s): as described above

Prepare a 5-page PowerPoint slide regarding a business plan for your host company. The report's contents need to include an assignment/task of your host company, ideas as to why you propose the solution, and a brief analysis of market and customer analysis. The suggested name of the file: "GCSC Business Plan report by (your name) _ (your host company)."

(February) Onsite Intensive Course Period (70%)

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.

Active Participation & Growth (20%)

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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 over-express, 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.

Final Group Research 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.

Individual Reflection Report (10%)

Write a 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?

Due date(s): March 3rd 11:30AM (JST), March 2nd 21:30PM (ONT), March 2nd 22:30PM(NB)

Please use the report format and upload your report to the requested link with the subject: "GCSC Reaction note by (your name)."

Grading (in summary):

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% & Customer Research Report 10% & Website Prototype 10%)

Final Group Research Presentation (30%)

Individual Reflection Report (10%)

***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, ~~Google Drive~~ and YouTube in this course. You need to create your Zoom ~~and Google~~ accounts 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. Neck, H. M., Neck, C. P. and Murray, E. L. (2021) Entrepreneurship: The practice and Mindset -2nd ed, Sage publication.
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5. Osterwaider, A. & Pigneur, Y. (2014). Value Proposition Design. Wiley.
6. Richard Steers et al. (2013). Management Across Cultures, Developing Global Competencies. 2nd ed. New York: Cambridge University Press
7. Roger M. & James M. (2012). Canada: What It Is, What It Can Be. Toronto: University of Toronto Press

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