

# CCC Global Career Seminar in Canada 2022-2023

(Fall: On-demand and Face to Face, February: On-site Face to Face)

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## 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 late 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 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:

**Pre-lecture Period (Online individual lecture series): 13 sessions (Nov. 5-Jan. 28 (JP) / Nov. 4-Jan. 27 (CAN))**

Session	Contents	Course format	Assignments	Due date (JP)	Due date (ONT)	Due date (NB)
1	Course Introduction	On-demand lectures will be uploaded on Nov. 5. (JP)/Nov. 6 (CAN)	Watch recorded assignments by host companies. Submit a Preference Form	Nov. 9, 11:30	Nov. 8, 21:30	Nov.8, 22:30
2	Q&A List Submission	Asynchronous	Arrange questions into a list with a group	Nov.17, 11:30	Nov.16, 21:30	Nov.16, 22:30
3	Ice Break and Team Building	Synchronous (Online)		Nov. 19, 8:00-9:30	Nov.18, 18:00-19:30	Nov.18, 19:00-20:30
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 to mid-December.)		
5	Business Design and Design Thinking	On-demand				

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 Analysis	On-demand	SWOT Analysis	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)	On-demand + Synchronous (Online)		Jan. 28, 8:00-9:30	Jan. 27, 18:00-19:30	Jan. 27, 19:00-20:30

**Notes:**

Session 1: Watch the recorded introduction as well as 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 to have the companies address. Your Preference Form will be used to match you with a company so be sure to submit the form by Nov. 9, 11:30 (JP) / Nov. 8, 21:30 (ONT) / Nov. 8, 22:30 (NB). 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 Nov. 17, 11:30 (JP) / Nov.16, 21:30 (ONT) / Nov.16, 22:30 (NB). Each group leader will upload your report to Google Drive with the document title: "GCSC Group Questions by (Leader's name) \_ (your host company)."

Sessions 5-13: Sessions 5-13 will be available on-demand, and the 13<sup>th</sup> session will be synchronous (online), but the deadline for the five assignments (Inspiring ideas, Value Proposition Canvas, Business Model Canvas, SWOT Analysis, and Business Plan) are all due on Jan. 14, 11:30 (JP) / Jan.13, 21:30 (ONT) / Jan.13, 22:30 (NB). Early submission of each report is encouraged. Please use the report format and upload your report on five assignments to Google Drive with document title: "GCSC ((1) Inspiring Ideas / (2) Value Proposition Canvas / (3) Business Model Canvas / (4) SWOT Analysis / (5) 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): 11 sessions/ Feb. 20 -24 (CAN, ONT)**

Schedule	Session	Time (ONT)	Contents
Day1	1	9:30-10:00	Introduction; Icebreaking
	2	10:15-11:45	Group Work (Inspiring Ideas)
		12:00-13:00	Lunch Break
	3	13:30-16:30	Prepare Preliminary Research Presentation (Sharing Thoughts)
Day2	4	9:30-11:30	Preliminary Research Group Presentation by group
		12:00-13:00	Lunch Break
	5	13:30-16:30	Group Research Project / Tutorials
Day3	6	9:00-11:30	Group Research Project / Tutorials
		12:00-13:00	Lunch Break
	7	13:30-16:30	Group Research Project / Tutorials
Day4	8	9:00-11:30	Group Research Project / Tutorials
		12:00-13:00	Lunch Break
	9	13:30-16:30	Rehearsal (Presentation)
Day5	10	9:00-13:15	Final Presentation /Award Presentation
		13:15-14:00	Lunch Break
	11	14:00-14:45	Wrap-up and Course Evaluation Survey

**Content Details:**

Schedule	Contents	Activities	Objectives
Day1	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Technology training</li> <li>3. Inspiring Ideas</li> </ol>	<ul style="list-style-type: none"> <li>• Course schedule and objectives</li> <li>• Instructions on Google drive, Facebook (alumni page), and group training</li> <li>• Share your ideas with your group members.</li> <li>• Come up with a joint preliminary business plan as a group.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand objectives and due date.</li> <li>• Become familiar with group members.</li> <li>• Share knowledge about a hosting company.</li> <li>• Share unique ideas and come up with a standard set of business plans.</li> </ul>
Day2	<ol style="list-style-type: none"> <li>1. Group work (Business Model Canvas)</li> <li>2. Business Plan</li> </ol>	<ul style="list-style-type: none"> <li>• Preliminary Research Presentation (10 minutes) as a group.</li> <li>• Share Business Model Canvas with group members.</li> <li>• Share Business Plan with group members</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze business models using Business Model Canvas</li> <li>• Share ideas and create a business plan as a group</li> </ul>
Day3	<ol style="list-style-type: none"> <li>1. SWOT analysis</li> <li>2. Business Model Canvas</li> <li>3. Tutorial with an instructor</li> </ol>	<ul style="list-style-type: none"> <li>• Present SWOT analysis</li> <li>• Share SWOT analysis with group members</li> <li>• Assessing each building block of Business Model Canvas using SWOT analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Accumulate additional knowledge about host companies with feedback</li> <li>• Expand a host company's</li> </ul>

		<ul style="list-style-type: none"> <li>• Build a prototype of your business plan</li> <li>• Brush up on Business Plan with group members</li> </ul>	<p>knowledge of stakeholders</p> <ul style="list-style-type: none"> <li>• Consider problems and solutions</li> </ul>
Day4	<ol style="list-style-type: none"> <li>1. Prototype your business plan</li> <li>2. Tutorial with an instructor</li> <li>3. Rehearsal</li> </ol>	<ul style="list-style-type: none"> <li>• Present Your Prototype and obtain feedback</li> <li>• Modify Business Plan with group members</li> <li>• Present a business plan to all students</li> <li>• Receive feedback and reflect comments on your business plan</li> <li>• Streamline your business plan</li> <li>• Prepare final presentation</li> <li>• Presentation (10 minutes, Rehearsal)</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze Business Plan</li> <li>• Practice a business presentation</li> </ul>
Day5	<ol style="list-style-type: none"> <li>1. Final group presentation</li> <li>2. Wrap-up</li> </ol>	<ul style="list-style-type: none"> <li>• Final presentations (10 minutes) (Business plans) to host companies for consideration</li> <li>• Summarize all sessions</li> </ul>	<ul style="list-style-type: none"> <li>• Present a business plan in an appropriate business manner and receive feedback effectively</li> <li>• Identify key takeaways</li> </ul>

# Assignment Details

## (Fall) Online Individual Lecture Report (30%)

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

### 1. Inspiring Ideas:

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 via google drive with other assignments. The suggested name of the file:

"GCSC Inspiring Ideas report by (your name) \_ (your host company)."

### 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 using a format sheet provided by the lecturer. The suggested name of the file: "GCSC Value Proposition Canvas report by (your name) \_ (your host company)."

### 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, and Revenue Streams). Develop your Business Model Canvas by using Canvanizer (<https://canvanizer.com>). The suggested name of the file: "GCSC Business Model Canvas report by (your name) \_ (your host company)."

### 4. SWOT Analysis:

Write a 1000-word report on your host company and its industry by 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 must search for rationales and coherent information from relevant articles regarding your host company, including the website, newspapers, and business magazines. The suggested name of the file: "GCSC SWOT Analysis report by (your name) \_ (your host company)."

### 5. Business Plan:

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 brief analysis of market and customer analysis. The suggested name of the file: "GCSC Business Plan report by (your name) \_ (your host company)."

Due date(s): Jan. 14, 11:30 (JP) / Jan. 13, 21:30 (ONT) / Jan. 13, 22:30 (NB). Please use the report format and upload your five reports to Google Drive with names suggested above.

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

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

**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 problems, 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 professionally and to support your answers with reasons and evidence.

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

Write a 1,000-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 the group work?
- How did your experience in the course redefine your career plan?

Due date(s): 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 Google Drive 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% & SWOT 10% & Business Model Canvas 10%)  
Final Group Research Presentation (30%)  
Individual Reflection Report (10%)

**\*Late submission of assignment 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 citation 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 -2<sup>nd</sup> ed*, Sage publication.
4. Osterwaider, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
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