

CCC Global Career Seminar in Canada 2025

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Course Website : <https://kguccc.com/gcsc/>

Course Overview:

The Global Career Seminar in Canada (GCSC) 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 Kwansai 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 in-person period (in Canada). The online period will be from November to December 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 to get to know each other

The in-person period will take place in February in Toronto. 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.

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.

*Some public organizations might also join GCSJ/GCSC.

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Syllabus can be out of date!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/gcsc/>

Date (ONT/NB)	Date (JP)	Content
Nov 1	Nov 2	Videos Uploaded *1
Nov 1	Nov 2	Course Intro & Company List Announcement *2
Nov 11	Nov 12	Assignment : Submit Company Preference Form
Nov 15 18:00-19:30 (ONT) Nov 15 19:00-20:30 (NB)	Nov 16 8:00-9:30	Ice-Breaker Zoom Session - Meet your classmates and groupmates! *Synchronous
Nov 24	Nov 25	Assignment : Submit Q&A List for your company
TBD	TBD	Q&A Session with your company
Dec 1	Dec 2	Intro to Business Modern Organizations in JP/CAN
Dec 10	Dec 11	On-demand Video : Creating a Business Idea
Dec 14	Dec 15	Assignment : Submit Business Idea
Dec 16	Dec 17	Modern Marketing Research Methods Web Strategy
Dec 17	Dec 18	Assignment : Customer Research Report
Dec 20	Dec 21	Assignment : Website Prototype
Jan 4	Jan 5	Business Plan
Jan 7	Jan 8	Assignment : Business Plan
Jan 24 18:00-20:00 (ONT) 19:00-21:00 (NB)	Jan 25 8:00-10:00	Zoom Session : Business Plan Practice Presentations *Synchronous

Notes:

* 1 : All videos will be uploaded early, and therefore you may submit the assignments early as well. For Canadian students who have overlapping exam schedules, it's recommended that you finish the assignments early.

* 2 : Watch the recorded company analysis by the instructor and the company assignments. Based on these materials, choose a preferred company and submit a Preference Form listing the companies according to your preference. 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. Also, it is not guaranteed that company arrangement is based on your 1st choice.

In-Person Period In Canada :

Schedule	Session	Time	Contents
Day 1 2/17 Mon	1	9:30-12:00	Orientation & Ice-Breaker
			World English and Language Behavior
		12:00-13:30	Lunch Break
	2	13:30-16:30	Group Work
			Preliminary Group Presentation
Day 2 2/18 Tue	3	9:30-12:00	Briefing Session with company representatives
		12:00-13:30	Lunch Break
	4	13:30-16:30	Group Work / Tutorials
	Day 3 2/19 Wed	5	9:30-12:00
12:00-13:30			Lunch Break
6		13:30-16:30	Group Work / Tutorials
Day 4 2/20 Thu		7	9:30-12:00
		12:00-13:30	Lunch Break
	8	13:30-16:30	Rehearsals for Final Presentation

Day 5 2/21 Fri	9	9:30-12:00	Final Presentation
		12:00-13:30	Lunch Break
	10	13:30-16:30	Final Presentation/Award Presentation
Day 6 2/22 Sat	11	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://kquccc.com/gcsc/>

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

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

Due date(s): Dec. 15 (JP) / Dec 14 (ONT/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): Dec 18 (JP) /Dec 17 (ONT/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 : In-Person Customer Research Plan (150 words)

Then, describe the in-person 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): Dec 21 (JP) / Dec 20 (ONT/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): Jan 8 (JP) / Jan 7 (ONT/NB)

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>

(February) In-Person 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): March 3 (JP) / March 2 (ONT/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) In-Person 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.