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CCC Field Study in Canadian Business

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Course Dates: November 2nd, 2024 – February 15th, 2025

Course Website

<https://kguccc.com/fscb/>

Course Objectives

This course aims to introduce basic business concepts and practices in transnational companies in Canada as well as basic understanding of global citizenship in private and public organizations. It provides students with an opportunity to experience and analyze practical issues in Canadian business settings through paired field studies consisting of KGU students. Students interning at private and public organizations will be given an opportunity to experience and analyze ongoing social problems. By taking this course, students will improve their understanding of Canadian business/social issues, and cross-cultural cooperation.

Learning Goals:

This course will offer the students the opportunity to:

- Get practical experience within the business environment / public authorities in Canada.
- Develop cross-cultural communication skills.
- Develop the ability to analyze and propose solutions to business / social problems.
- Develop a greater understanding of Canadian business / social practices while more clearly defining personal career goals.
- Develop and refine oral and written communication skills.

Course Schedule:

Online Period

November 2nd – January 11th: Pre-Lecture Period

Company Preference form: by November 19th

Company Announcement: November 22nd

First submission of your CV: November 10th

Final submission of your CV: December 1st

Customer Research Report: December 18th

* Tentative

Business Plan: January 8th

On demand Lectures

Class 1 will give an overview of this program and the participating companies/organizations, and give instructions on how to write a professional CV. Students who only participate in CCC Field Study in Canadian Business should take the on-demand lectures about modern organizations in Japan and Canada, as well as business concepts like SWOT analysis. Students who also take CCC Global Career Seminar in Canada will only need to watch the SWOT Analysis portion.

In-Person Lectures

January 11th (Sat.) 9:00 AM <Venue: Kwansai Gakuin University>

Business Manner /Tutorial/Oral Presentation

Intensive Period (In-Person in Canada)

February 3th – 14th (2 weeks): Field Study Period

February 8th (Sat) <Venue: University of Toronto>

Culture-sharing Session with U of T students

February 15th (Sat) <Venue: University of Toronto>

Final Presentation by Field Study Pairs: (10min. each)

Course Grading

Active Participation (20%):

All students are expected to check necessary online lectures and actively participate in classroom discussions as well as field study at your host organization and a Cultural-sharing session on Feb 8th (with respect to Field Study, you will need to submit a one page report on Feb.2nd). At your host institution, you are expected to comply with your host institution's regulations and be punctual for opening time, various meetings and deadlines. Be sure that you do not think of yourself as an "invited guest" at your host institution and expect to take care of your own affairs by yourself.

Online Assignments (10%):

Students must submit 2 online assignments via the CCC website. A Customer Research Report and a Business Plan that tackles your host company's assignment.

- Customer Research Report (5%): Write a maximum 500 word report on your market research. For the full format, please read: <https://kguccc.com/fscb/>
- Business Plan (5%): Prepare a 5 slide pitch deck for your business idea that tackles the company's assignment. For template, instructions, and format, please watch the video at <https://kguccc.com/gcsj/lecture10>

* Tentative

* Students who are concurrently taking Global Career Seminar in Canada do not need to do Online Assignments. Your Customer Research Report grade and Business Plan grade will be inherited from your GCSC assignments. If you choose to do these assignments anyway for FSCB, then you will get the higher grade of the 2 assignments.

Pre-Field Study Presentation (10%):

Make a 10-minute short group presentation on your host institution and its industry. Briefly introduce your host institution and its business type, and identify strengths, weaknesses, opportunities and threats at your host institution. Evaluations will be made by instructors based on the following points: content and structure of your presentation, understanding of your host institution and response to questions.

Critical Reflection Paper (20%):

As you perform your field study, write a 100~150 word critical reflection paragraph on what you have experienced each day. Just describing your duties and accomplishments are not sufficient. You do need to describe your thoughts on your experience and support your points with reasons and evidence (e.g. If you think some business practices at your host company are "strange," you need to clarify why those practices are strange for you, and why you think the host institution implement such "strange" practices). Please compile and hand in the reflection paper on the final day of the class (Feb.15th). Host institutions are different from one another.

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 field study?
- How did your field study experience redefine your career plan?
- How did your field study experience redefine your learning of the course material?

Put on page 1 of your final journal the following:

Field study for whom _____

Contact person _____

Nature of assignment[s] (max. two sentences) _____

Venue _____

How was your time spent? ___% online and offline research / ___% data processing /manipulation
; ___% listening/recording; ___% observation ___% interviewing; ___% presentation; ___% other

Final Presentation (20%):

Make a 10-minute group presentation on the final day of the course (Feb. 15th). Briefly introduce your field study tasks and describe the lessons you learned from the field study. (e.g. lessons you gained from working with your partner and employees at your host organization.) *You do not need to re-introduce your host company and its industry.* Evaluations will be made based on the following points:

* Tentative

- 1) Content and structure of your presentation
- 2) Critical reflections on your field study experience supported by reasons and evidence (anecdotes and personal episodes.)
- 3) Response to questions

Final Group Report: (20%)

Imagine that you are a business advisor to the new CEO of Company X in Japan. The company plans to enter Canadian market within a year. Based on class discussions at KGU and your field study experience at your host organization, write a report (1000 words double-spaced) for the CEO that explains a few characteristics of Canadian companies (or foreign companies in Canada) and effective ways to do business in the Canadian market.

You might want to consider the following questions first:

- Would you say the Canadian business culture is very different from Japanese business culture and difficult for the Japanese to understand the local practices? If so, in what sense?
- Why do you think Canadian people adopt and follow some "strange" business practices?
- What do you think is the best strategy to break the cultural barriers and be successful in the Canadian market?

You are expected to write a logical paper that has a thesis statement, supporting reasons and examples. You may cite data or articles from your host institution's website and brochure to support your ideas, but your main source should be your field study experience and your thoughts gained from the field study. You must include on your paper a word count that excludes the bibliography or foot/end notes; failure to do so will result in a 2 mark deduction from your paper's grade. You may exceed or fall short of the paper's wordage by 5%; then 1 mark will be deducted from your grade for every 100 words above or below this margin of 5%.

Submitting papers

Critical reflection paper and final group report should be submitted as a digital file to the requested link (Deadline (May change): 11:59 am on Feb 15th).

The suggested name of the file: "FSCB by (your name) _ (your host company)."

***Late submission of assignments will be penalized.**

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 to avoid any misunderstandings about plagiarism.

Suggested Readings and References

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Thiel, P. & Masters, B. (2014). Zero to One: Notes on Startups, or How to Build the Future. Crown Currency.