

CCC Field Study in Canadian Business 2027

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

Course Overview:

Field Study in Canadian Business (FSCB) is a program which provides students with an opportunity to experience and analyze practical issues in Canadian business settings through paired internships consisting of two KGU students. The entire course is offered in English and takes the form of Problem Based Learning (PBL), in which the students are required to tackle actual business assignments given by their internship companies. Working closely as a pair in Canada, the students will be immersed in a cross-cultural environment and learn about Canadian culture.

This program is divided into two parts: the online period (remote) and the on-site period (in Toronto). The online period, conducted from November to January, consists of short video-lectures along with assignments including topics such as SWOT analysis and modern market research methods. The online period also includes an ice-breaker session which allows the students to get to know each other and Q&A sessions with the companies.

The on-site internship period will take place for 10 working days at the beginning of February in Toronto. Prior to their internship, the students will take lectures and participate in workshops and tutorials at the KGU campus. Here they will acquire basic knowledge of internships, business analysis, North American business manners and cross-cultural understanding, and study about their assigned companies. This preparation will help them be fully ready before starting their internship. On the last day of their internship, the students will present their final solution for the assignments given by the supervisors of their companies and receive feedback from them. After their internship, the students will gather at the University of Toronto to give a final presentation about what they learned at their companies and share their experience with other students.

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

The syllabus may not always be up-to-date!

To check the updated version, go to <https://kguccc.com/fscb/>

Date (JP)	Content
Nov 2	Lecture Videos Uploaded : Company list announcement + Biz Analysis SWOT Analysis
Nov 8	Resume Submission *2 Self-Introduction Video Submission Information regarding these submissions will be on https://kguccc.com/fscb/
Nov 17	Submit Company Preference Form *3
Nov 29	Submit Final CV/Resume
Nov 30	Lecture Videos Uploaded : Intro to Business Modern Organizations in JP/CAN Creating a Business Idea Modern Marketing Research Methods Web Strategy Business Plan
Dec 13	Assignment 1: Submit Business Idea *4
Dec 16	Assignment 2: Customer Research Report *4
Dec 19	Assignment 3: Website Prototype *4
Jan 6	Assignment 4: Business Plan *4

*Assignments 1, 2, 3, and 4 are optional for students who are in the GCSC program. For more information, read footnote #4.

Notes:

* 1: Students are advised to watch the videos as soon as possible and submit the assignments by the deadline. Make sure that your coursework for this program does not conflict with your regular coursework.

* 2: Please note that you need to describe your personal background information such as dietary restrictions and allergies for the companies and organizations to accommodate the internship schedule.

* 3: Watch the recorded company analysis and the company assignments given by the instructor. Based on these materials, fill out the Preference Form to choose a company/organization which interests you. As this Preference Form will be used to match the students with the companies/organizations, it should be submitted by the above deadline. The students' request may not be accommodated if the form is not submitted by the deadline. The students should also be advised that their first choice is not always guaranteed.

* 4: For students who are already in the GCSC winter program, Assignments 1 to 4 are **optional** (Business Idea, Customer Research Report, Website Prototype, and Business Plan). This is to make sure you are not overwhelmed with assignments. You will automatically inherit the marks given in the same assignment in GCSC. If you choose to do these assignments for FSCB (and your host company in FSCB), then you will get the better mark out of the 2.

For students who are not taking GCSC course, these assignments are mandatory.

In-Person Lectures

Jan 9 Sat 9:00 AM	Business Etiquette /Tutorial/Oral Presentation Venue: Kwansei Gakuin University
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In-Person Period (Internship)

Schedule	Time	Contents
Feb 1 Mon – Feb 5 Fri		Internship Period
Feb 6 Sat	Morning	Cultural Exchange Session @ University of Toronto
Feb 7 Sun		Day Off
Feb 8 Mon – Feb 12 Fri		Internship Period
Feb 13 Sat	Morning	Final Presentation by Field Study Pairs (10 min. each) @ University of Toronto

Detailed schedule to be determined as the internship period approaches.

Course Grading

Online Individual Assignments (20%):

For students who are already in the GCSC winter program, Online Assignments 1 to 4 are **optional** (Business Idea, Customer Research Report, Website Prototype, and Business Plan). This is to make sure you are not overwhelmed with assignments. You will automatically inherit the marks given in the same assignment in GCSC. If you choose to do these assignments for FSCB (and your host company in FSCB), then you will get the better mark out of the 2.

1. Business Idea (5%)
2. Customer Research Report (5%)
3. Website Prototype (5%)
4. Business Plan (5%)

Submit as PDF or Word document via the submission links on the CCC website : [Field Study in Canadian Business](#)

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

1. **Business Idea**

Due date(s): Dec 13 (JP)

Write a note explaining your business idea that addresses your host company's assignment.

Write the following 3 sections. The total word count should be around 300 to 380 words :

1 : The Idea (150 words or less)

Explain the idea itself. The shorter, the better.

2 : Perspective of the customer (150 words or less)

Talk about how the idea benefits the customer.

3 : Perspective of the company (150 words or less)

Talk about how the idea benefits the company and how feasible it is.

Include a simple illustration: charts, graphs, drawings, anything that helps visualize the product, service, or process. This should be a simple illustration that takes less than 10 minutes. Even a Microsoft word doodle or Canva drawing is ok.

2. **Customer Research Report (Max 500 words):**

Due date(s): Dec 16 (JP)

Write a maximum 500 word report with :

1 : Customer Persona (100 words)

Based on the company assignment and your idea described in the Business Idea 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 (i.e. search volume), as well as general interest in your idea.

3. Website Prototype

Due date(s): Dec 19 (JP)

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 6 (JP)

Prepare a 5-page PowerPoint slide regarding a business plan for your host company. The content of the slides needs to follow the format given in this video :

<https://kguccc.com/gcsi/lecture10>

In-person Intensive Course Period (80%) :

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 Exchange Session on Feb 6th. At your host institution, you are expected to comply with your host institution's regulations and be punctual for work hours, 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.

Pre-Field Study Presentation (15%):

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 (25%):

As you perform your field study, write a 150~200 word critical reflection paragraph on what you have experienced each week (so 2 paragraphs in total). Simply describing your duties and accomplishments is not sufficient. You 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 implements such "strange" practices). Please compile and hand in the reflection paper on the final day of the class. 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:

Host organization _____

Contact person _____

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

Venue _____

How was your time spent? _____

Final Presentation (20%):

Make a 10-minute group presentation on the final day of the course (Feb. 13th). 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 introduce your host company and its industry again in detail.* . Evaluations will be made based on the following points:

- 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

Method of submission

Submit via the links at [Field Study in Canadian Business](#)

Late submissions 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

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