

CCC Global Career Seminar 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, T /Artif4 (r)--2.7 (i)-2.3 (i)-:1 TJ 0 Tc 0 Tw 2.978 0 Td

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 Objectives

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.

C&S

OP

Syllabus can be out of date!

For specific, up-to-date times, please go to <https://kguccc.com/gcsc/>

Dt(ONT/NB)	Dt(JP)	Cb
Nov 1	Nov 2	Videos Uploaded *1
Nov 1	Nov 2	Course Intro & Company List Announcement *2
Nov 11	Nov 12	Ass 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	Ass 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	Ass Submit Business Idea
Dec 16	Dec 17	Modern Marketing Research Methods Web Strategy
Dec 17	Dec 18	Ass Customer Research Report
Dec 20	Dec 21	Ass Website Present :

* 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

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

2. **AP (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. **FP (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.