

Recruitment Announcement
Cross-Cultural College
Student Mobility Programs from Canada to Japan in Summer 2025,
Offered by Kwansei Gakuin University (KGU), Japan

The Cross-Cultural College (CCC) is a collaborative education project between Japan and Canada. In this project, Kwansei Gakuin University, Japan and 4 Canadian universities — Mount Allison University, Queen's University, the University of Toronto, and King's University College at Western University — are working together to educate world citizens with multicultural understanding and communication skills to become future world leaders.

◆ **Programs :**

1. Global Career Seminar (GCS) in Japan

From 2nd August to 9th August

2. Global Internship (GI) in Japan

From 15th August to 31st August

3. Global Career Seminar (GCS) in Japan AND Global Internship (GI) in Japan

From 2rd August to 31st August

◆ **For all Programs:**

- **Applicants must have completed two semesters of study at their home university as of 30th June, 2025. Graduate students are not eligible.**
- Credits awarded by KGU will be recognized by the participating student's home university.
- JASSO Scholarship
 - Participants of CCC summer programs who have good academic standing in their home institution will receive a scholarship (80,000JPY) from the JASSO, Japan Student Services Organization (Please note that students who will participate in both GCS and GI will also receive the same 80,000JPY). Students who will have graduated, and received a degree at their home university as of August 2025 are not eligible for the scholarship.
 - Due to the available scholarship numbers, it is not ensured that all applicants who meet the requirements could be accepted. In the event of shortfall in available scholarship numbers, we ask your understanding to leave it up to KGU on method of distribution. KGU will announce the result to their home universities and will send the JASSO application form to the participants.

◆ **Inquiries and Applications:**

- Intending applicants should apply to the relevant office of their home university with the documents listed below.
 - Application Form
 - Official Transcript
 - Statement of Understanding
 - Passport Copy
 - Media Consent
- Deadline for sending application documents to the CCC office at KGU: **3rd March 2025 (Canada time)**
 - Each university will upload the documents above on URL arranged by the CCC office.

◆ **Number of Places for Each Program:**

Quota for each program is as follows, however each university may adjust the number of the physical students depending on how many students participate in both GCS and GI. For example, if Mt.A has a student participating in both programs (GCS in Japan AND GI in Japan), this means Mt.A consumes one slot of the GCS and one slot of the GI, so the remaining slots would be 2 for the GCS and 2 for the GI.

Program	Mount Allison	Queen's	U of T	King's
Global Career Seminar in Japan	3 students	7 students	7 students	3 students
Global Internship in Japan	2 students	3 students	4 students	1 student

◆Program 1. Global Career Seminar in Japan

a. [Program Outline]

“GCS in Japan” is a 3-credit course, consisting of approximately several online pre-seminar sessions including synchronous sessions and a 8-days collaborative research session at KGU, from August 2nd to 9th. A total of 40 students will work together to analyze and solve real business issues posed by industry representatives.

b. [Program fees]

68,000JPY.

c. [Tuition fees]

KGU will charge no tuition fees (each student attending Program 1 from a partner university will be calculated as 0.125 of a one-year exchange student).

d. [Accommodation: August 1st - Aug 10th]

KGU will arrange for participants to live together with KGU students for the duration of the program. Accommodation costs are covered by students' program fees.

e. [Participant Company/organization for summer 2024(reference)]

Embassy of Canada to Japan, Garuda Indonesia, Manulife, RICOH Company, Schneider Electric Ltd., The Canadian Chamber of Commerce in Japan.

* Participating companies for summer 2025 are TBD.

◆Program 2. Global Internship in Japan

a. [Program Outline]

“GI in Japan” is a 2-week, 3-credit course held in Japan from August 15th to August 31st

. After preparatory study at KGU from August 15th to 16th, each pair, composed of a student from KGU and a student from a Canadian university, will work together for 10 days, gaining practical experience in a real business environment in Japan. Internship locations will be allocated before students arrive in Japan, and they may be placed not only in the Kansai area, but also in Tokyo and other regions. After completing their internship, students will make a presentation and write a report on their findings.

b. [Program fees]

215,000JPY.

***The program fees are highly likely to be increased since the accommodation fees during the internship might be raised due to Expo held in Osaka 2025.**

c. [Tuition fees]

KGU will charge no tuition fees (each student attending Program 2 from a Canadian partner university will be calculated as 0.125 of a one-year exchange student).

d. [Accommodation: Aug 14th - Sep 1st]

KGU will arrange for participants to live together with KGU students for the duration of the program. Accommodation costs are covered by students' program fees.

e. [Host Company/organization in summer 2024(Reference)]

ANA All Nippon Airways, Canadian Academy, Elecom, EnglishCentral, FIKA, JTB Japan Travel Bureau, Kameda Seika, Lamps, Ruisekkeishitsu, Sankei Meriyasu, PALCL International, TOA, and Yamaha.

* Participating companies for summer 2025 are TBD.

◆Program 3. Global Career Seminar in Japan AND Global Internship in Japan

a. [Program Outline]

This program is a 5-week, 6-credit course held in Japan from August 2nd to August 31st. Please see program 1 and 2 above for details.

b. [Program fees]

278,000JPY.

*The program fees are highly likely to be increased since the accommodation fees during the internship might be raised due to Expo held in Osaka 2025.

c. [Tuition fees]

KGU will charge no tuition fees (each student attending Program 3 from a Canadian partner university will be calculated as 0.25 of a one-year exchange student).

d. [Accommodation: August 1st - Aug 10th, Aug 14th - Sep 1st]

KGU will arrange for participants to live together with KGU students during the GCS and GI periods. Accommodation costs are included in students' program fees.

e. [Accommodation: Aug 10th - 14th]

Participants are required to arrange accommodation from August 10th to 14th on their own.

Accommodation costs during this period should be covered by students.

*August 13th to 16th is the Japanese Bon Holiday, and hotels in Japan are likely to be fully booked out by early June. For this reason, KGU requests all students participating in program 3 (Global Career Seminar in Japan AND Global Internship in Japan) to arrange and make a plan once they are accepted to participate in the program.

*Students are required to make and submit a plan with daily schedule, including places they intend to visit, where they will stay, and contact details. (Deadline: End of May 2025)

This is Recruitment Announcement to the offices of our Canadian partner universities, and not for the students. KGU does not plan to issue any additional application documents for students. We would be grateful if you could edit the document as necessary for promotion purposes.

2025 CCC Summer Program
Program Fees (paid by students)

Program 1. Global Career Seminar (GCS) in Japan	
Program Fees	68,000yen
What is included	<ul style="list-style-type: none"> • Organizer and Liability Insurance • Accommodation from August 1st to August 10th (9 nights) • Field Trip on August 3rd. • Other expenses (unspent amounts will be refunded)
What is NOT included (To be borne by student)	<ul style="list-style-type: none"> • Round trip Air ticket to and from Japan • Meals during the program • All transportation fees within Japan • Travel Insurance *The tuition fee for your home university is not included in this program fee.
What to be arranged by students	<ul style="list-style-type: none"> • Travel Insurance • Round trip Air ticket to and from Japan <p>*Below are the check-in and check-out dates. Please arrange your air tickets keeping in mind that you check-in and check-out on the following dates. Check-in : August 1st, 2025 Check-out : August 10th, 2025</p>

Program 2. Global Internship (GI) in Japan	
Program Fees	215,000yen *The program fees are highly likely to be increased since the accommodation fees during the internship might be raised due to Expo held in Osaka 2025.
What is included	<ul style="list-style-type: none"> • Organizer and Liability Insurance • Accommodation from 14th August to 1st September (18 nights) -Hostel from August 14th to 17th, August 30th to September 1st. -Accommodation close to internship placement from August 17th to 30th. • Round trip Shinkansen costs from Shin-osaka to accommodation during internship (will be refunded if allocated to an organization in Kansai area) • Other expenses(unspent amounts will be refunded)
What is NOT included (To be borne by student)	<ul style="list-style-type: none"> • Round trip Air ticket to and from Japan • All transportation fees within Japan except for the above round trip Shinkansen costs • Meals during the program • Travel Insurance *The tuition fee for your home university is not included in this program fee.
What to be arranged by students	<ul style="list-style-type: none"> • Travel Insurance • Round trip Air ticket to and from Japan <p>*Below are the check-in and check-out dates. Please arrange the air tickets keeping in mind that you check-in and check-out on the following date. Check-in : August 14th, 2025 Check-out : September 1st, 2025</p>

Program 3. Global Career Seminar (GCS) in Japan <u>AND</u> Global Internship (GI) in Japan	
Program Fees	278,000yen *Th*The program fees are highly likely to be increased since the accommodation fees during the internship might be raised due to Expo held in Osaka
What is included	<ul style="list-style-type: none"> • Organizer and Liability Insurance • Accommodation from August 1st to August 10th (9 nights), and August 14th to September 1st (18 nights) -Hostel from August 1st to August 10th -Hostel from August 14th to 17th, August 30th to September 1st -Accommodation close to internship placement from August 17th to 30th. • Field Trip on August 3rd • Round trip Shinkansen costs from Shin-osaka to accommodation during internship (will be refunded if allocated to an organization in Kansai area) • Other expenses(unspent amounts will be refunded)
What is NOT included (To be borne by student)	<ul style="list-style-type: none"> • Round Trip Air ticket to and from Japan • All transportation fees within Japan except for the above round trip Shinkansen costs • Meals during the program • Travel Insurance • Accommodation from August 10th to 14th(4 nights) *The tuition fee for your home university is not included in this program fee.
What to be arranged by students	<ul style="list-style-type: none"> • Travel Insurance • Round trip Air ticket to and from Japan • Accommodation from August 10th to 14th(4 nights) <p>*Below are the check-in and check-out dates. Please arrange your air tickets keeping in mind that you check-in and check-out on the following dates. <GCS> Check-in: August 1st, 2025 &Check-out: Aug. 10th, 2025 <GI> Check-in: August 14th, 2025 &Check-out : September 1st, 2025 *Accommodation between August 10th and August 14th needs to be arranged by students. *Please note that participants are NOT allowed to travel outside of Japan between GCS and GI.</p>

※Organizer and Liability Insurance

Kwansei Gakuin University is required to purchase an Organizer Insurance covering all students participating in CCC program, and the costs will be borne by students. This is NOT a travel insurance, and participants are obliged to take out travel insurance on their own covering them for accident, illness and financial loss while abroad.

CCC Global Career Seminar in Japan 2025

Instructors : James Liu, Norie Yazu
Course Website : <https://kguccc.com/gcsj/>

Course Overview:

The Global Career Seminar in Japan (GCSJ) is a unique program which combines the studies of business analysis and cross-cultural communication. 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 consist of Kwansei Gakuin University students and students from the four Canadian universities. Working closely as a team and spending private time together all through the program, the KGU and Canadian students will be immersed in a cross-cultural environment and learn about each other's culture.

This course is divided into two parts: the online period (remote) and the on-site period (in Japan). The online period, conducted from June to July, consists of several short video-lectures and assignments. 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/organizations.

The on-site period will take place in August at one of the Kwansei Gakuin University campuses in Japan. On the first day of the on-site period, the students will take lectures and learn about conflict management within a team and cross-cultural communication. 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.

Learning Goals:

Through 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 :

The syllabus may not be up-to-date.

For the latest information, please go to <https://kguucc.com/gcsj/>

Date (ONT/NB)	Date (JP)	Content
June 2	June 3	Videos Uploaded *1
June 2	June 3	Course Intro & Company List Announcement *2
June 9	June 10	Assignment : Submit Company Preference Form
June 13 19:00-20:30 (ONT) 20:00-21:30 (NB)	June 14 8:00-9:30	Ice-Breaker Zoom Session - Meet your classmates and groupmates!* Synchronous
June 22	June 23	Assignment : Submit Q&A List for your company
TBD	TBD	Q&A Session with your company * Synchronous
June 18	June 19	Intro to Business Modern Organizations in JP/CAN Diversity Challenges in Japan
June 24	June 25	Creating a Business Idea
June 29	June 30	Assignment : Submit Business Idea
July 2	July 3	Modern Marketing Research Methods Web Strategy
July 3	July 4	Assignment : Customer Research Report
July 5	July 6	Assignment : Website Prototype
July 8	July 9	Business Plan
July 10	July 11	Assignment : Business Plan
July 11 19:00-21:00 (ONT) 20:00-22:00 (NB)	July 12 8:00-10:00	Zoom Session : Business Plan Preliminary Presentations * Synchronous

Notes:

* 1 : Students are advised to watch the videos as soon as possible and submit the assignments by the deadline.
Make sure your work with this course will not conflict with your regular course work at your home university.

* 2 : Watch the recorded company analysis by the instructor and the company assignments. 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.

On-site Period In Japan :

Schedule	Session	Time	Contents
Day 1 8/2 Sat	1	9:30-12:00	Orientation & Ice-Breaker,
			Cross-cultural Communication lecture Conflict Management
		12:00-13:30	Lunch Break
	2	13:30-16:30	Group Work Preliminary Group Presentation
Day 2 8/3 Sun		TBD	Field Trip Day
Day 3 8/4 Mon	3	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	4	13:30-16:30	Company Briefing
Day 4 8/5 Tue	5	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	6	13:30-16:30	Group Work / Tutorials
Day 5 8/6 Wed	7	9:30-12:00	Group Work / Tutorials
		12:00-13:30	Lunch Break
	8	13:30-16:30	Rehearsal 1 for Final Presentation
Day 6	9	9:30-12:00	Group Work / Tutorials

8/7 Thu		12:00-13:30	Lunch Break
	10	13:30-16:30	Rehearsal 2 for Final Presentation
Day 7 8/8 Fri	11	9:30-11:30	Final Presentation
		11:30-13:30	Lunch Break
	12	13:30-16:30	Final Presentation/Award Presentation
Day 8 8/9 Sat	13	9:30-11:30	Wrap-up and Course Evaluation Survey

Detailed schedule to be determined when it comes close to the above dates.

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://kguccc.com/gcsj/>

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

1. Business Ideas (Max 380 words):

Due date(s): June 30, 9:00 (JP) / June 29, 20:00 (ONT) / June 29, 21:00 (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): July. 4, 9:00 (JP) / July. 3, 20:00 (ONT) / July. 3, 21:00 (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 : On-site Customer Research Plan (150 words)

Then, describe the on-site 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): July. 6, 9:00 (JP) / July. 5, 20:00 (ONT) / July. 5, 21:00 (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): July. 11, 9:00 (JP) / July. 10, 20:00 (ONT) / July. 10, 21:00 (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>

(August) Onsite 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): August 21, 9:00 (JP) / August 20, 20:00 (ONT) / August 20, 21:00 (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) On-site 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.

CCC Global Internship in Japan 2025

Instructors: James Liu, Norie Yazu
Course Website: <https://kguccc.com/gij/>

Aug. 15, 2025 – 31, 2025 (Seminars and internship period in Japan)

Course Overview:

This course is an award-winning international internship program (*1) offered in Japan, combined with online and on-site course work about business analysis and cross-cultural communication. It provides students with an opportunity to experience and analyze practical issues in Japanese business settings through paired internships consisting of a KGU and a Canadian university student. 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 and spending private time together all through the program, the KGU and Canadian students will be immersed in a cross-cultural environment and learn about each other's culture.

This course is divided into two parts: the online period (remote) and the on-site period (in Japan). The online period, conducted in June and July, 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 period will take place at the end of August. 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, Japanese business manners and cross-cultural understanding, and study about their assigned companies. Thus, they will fully be prepared before they start their internship. On the last day of their 10-day 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 return to KGU to give a final presentation about what they learned at their companies and share their experience with other students.

*1 :In April 2024, the CCC Global Internship in Japan won the MEXT (Minister of Education, Culture, Sports, Science and Technology) Award in the "7th National Career Design Program Competition" for being recognized as the most impactful and innovative program for the students' career learning and development.

Learning Goals:

This course will offer the students the opportunity to:

- Gain practical experience within the business environment in Japan.
- Develop cross-cultural communication skills.
- Develop the ability to analyze and propose solutions to business problems.

- Develop a greater understanding of Japanese 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/gij/>

Date (ONT/NB)	Date (JP)	Content
June 2	June 3	Videos Uploaded *1
June 12	June 13	Resume Submission *2 Self-Introduction Video Submission Information regarding these submissions will be on https://kguccc.com/gij/
July 4 19:00-20:30 (ONT) 20:00-21:30 (NB)	July 5 8:00-9:30	Class 1 - Course Introduction/ Orientation * Synchronous Class 2 - Lecture Videos Released: Company list announcement + Biz Analysis SWOT Analysis & Modern Market Research Methods Modern Market Research Methods (Same as GCSJ)
July 6	July 7	Submit Company Preference Form *3
July 17	July 18	Submit Final CV/Resume
July 18	July 19	Lecture Videos Uploaded : Intro to Business Modern Organizations in JP/CAN Creating a Business Idea Modern Marketing Research Methods Web Strategy Business Plan
July 21	July 22	Assignment 1: Submit Business Idea *4
July 23	July 24	Assignment 2: Customer Research Report *4
July 26	July 27	Assignment 3: Website Prototype *4
July 29	July 30	Assignment 4: Business Plan *4

*Assignments 1, 2, 3, and 4 is optional for students who are in the GCSJ 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 your work with this course will not conflict with your regular course work at your home university.

* 2: Please note that you need to describe your personal background information such as dietary restriction and allergy 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 GCSJ summer 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 GCSJ. If you choose to do these assignments for GIJ (and your host company in GIJ), then you will get the better mark out of the 2.

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

In-Person (Internship) Period:

Schedule	Time	Contents
8/15 Fri	Morning	Orientation about Japan / Necessary procedures (those applicable) Class 3 - What is an internship?/ Conflict Management
	Afternoon	Class 4 - Workshop on Business Analysis Class 5 - Tutorials / Pre-Internship Orientation
8/16 Sat	Morning	Class 6 & 7 - Pre-Internship Presentation on hosting companies/organizations (10 min. each)
	Afternoon	Class 8 - Japanese Business Manners Class 9 - Cross-Cultural Understanding
8/17 Sun		Move to respective internship area
8/18 Mon – 8/29 Fri		Internship Period

8/30 Sat		Day Off
8/31 Sun	Morning	Class 10 - Final Presentation (10 min. each)
	Afternoon	Class 11 - Wrap-up and Course Evaluation

Detailed schedule to be determined as the internship period approaches.

Course Grading

Online Individual Assignments (20%)

For students who are already in the GCSJ summer 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 GCSJ. If you choose to do these assignments for GIJ (and your host company in GIJ), 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 : <https://kguccc.com/gij/>

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

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

Due date(s): July 22, 9:00 (JP) / July 21, 20:00 (ONT) / July 21, 21:00 (NB)

Part 1 (100 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 regard 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 regard to how it benefits the company and how feasible it is.

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

Due date(s): July. 24, 9:00 (JP) / July. 23, 20:00 (ONT) / July. 23, 21:00 (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 : On-site Customer Research Plan (150 words)

Then, describe the on-site 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): July. 27, 9:00 (JP) / July. 26, 20:00 (ONT) / July. 26, 21:00 (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): July. 30, 9:00 (JP) / July. 29, 20:00 (ONT) / July. 29, 21:00 (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>

Active Participation (20%):

All students are expected to check necessary online lectures and actively participate in classroom discussions as well as in the Internship.

At your host institution, you are expected to comply with your host institution's regulations and be punctual with regards to the time of various meetings and deadlines. Be sure that you do not think of yourself as an "invited guest" at your host institution and take care of your own affairs by yourself.

Pre-Internship 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 proceed in your internship, write a 120-word critical reflection paper on what you have experienced each day. Just describing your duties and accomplishments is not sufficient. You should support your argument 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 to 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 (Sep. 1st).

As the host institutions are different in nature from each other, the instructors will take this into account when grading.

In your critical reflection paper, please include 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 internship?
- How did your internship experience redefine your career plan?
- How did your internship experience redefine your learning of the course material?

Final Presentation (20%):

Make a 10-minute group presentation on the final day of the course (Aug. 31st). Briefly introduce your internship tasks and describe the lessons you learned from the internship. (e.g., lessons you gained from working with your partner and employees at your host organization.) You do not need to redescribe the details of your host company and its industry. Evaluations will be made based on the following points:

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

Method of submission

Submit via the links at <https://kguccc.com/gij/>

Late submissions will be penalized.

References

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

※本科目は「学生のキャリア形成支援における産学協働の取組み」の4つのタイプのうち、タイプ3の「汎用型能力・専門活用型インターンシップ」に該当するため、インターンシップ期間中に企業が取得した参加学生の情報を、当該企業が採用活動時に活用することがあります。ただし、本科目参加時に2年生の学生については、上記取り扱いの対象外となります。詳しくはURLリンク1（インターンシップを始めとする学生のキャリア形成支援に係る取組の推進に当たっての基本的考え方）を参照してください。

https://www.mext.go.jp/a_menu/koutou/sangaku2/20220610-mxt_ope01_01.pdf

Guidelines for Japan Association Student Service Organization (JASSO)

Scholarship for Incoming Students (CCC participants)

1. What is JASSO Scholarship?

JASSO offers a limited number of scholarships (80,000JPY per person) for the incoming students who participate in the programs which are offered in Japan based on the agreement between universities. The required program period is at least eight consecutive days in Japan and the number of days for traveling cannot be counted as the length of the program.

2. The number of slots of JASSO Scholarship

JASSO is not a scholarship which can be secured every year. Even though we can secure some JASSO scholarships, the number of slots differs every year. Please note that not everyone who meets all the requirements can receive JASSO scholarship.

3. Who Qualifies for the JASSO Scholarship?

Candidates who have been officially nominated by CCC partner institutions must fulfill the following requirements stated in sections 1 to 6. Those students who will be awarded scholarships will be notified by KGU.

1. Students from CCC partner institutions who have been nominated as CCC Summer Program.
2. The student must have good character and have performed well academically in their home institution. The students' GPA must be equal to or exceed **2.30** according to the JASSO GPA formula listed below for evaluating academic performance. Academic transcripts for the previous semester will be sufficient if transcripts for the whole academic year are unavailable. Moreover, in the rare case that student's grades cannot be calculated according to the JASSO GPA Evaluation Chart, and then a letter of recommendation which states that the nominee performs well academically to the standards we require for a scholarship nomination will be substituted. This letter must be written by a member of academic or administrative staff from the home institution.

JASSO GPA Evaluation Chart

Home Institution Grading System	Evaluation Scale				
Pattern 1		A	B	C	F
Pattern 2		100~80 points	79~70 points	69~60 points	59~ points
Pattern 3	100~90 points	89~80 points	79~70 points	69~60 points	59~ points
Pattern 4	S	A	B	C	F
Pattern 5	A	B	C	D	F
Grade Points (GP)	3	3	2	1	0

<JASSO GPA Formula>

JASSO GPA Score* =

$(\text{No. of Credits for GP3}) \times 3 + (\text{No. of Credits for GP 2}) \times 2 + (\text{No. of Credits for GP 1}) \times 1 + (\text{No. of Credits for GP 0}) \times 0$

Total Amount of Credits for Registered Classes

*Please round off to two decimal places.

3. The student must be from a country that maintains diplomatic ties with Japan (Taiwan and Palestine included). Japanese nationals (including those holding dual nationalities) are ineligible for the scholarship.
4. The student who needs financial assistance for studying in Japan.
5. The student who will continue their studies and/or who will receive a degree at their home university after completion of the program.
6. If the student is awarded another scholarship for his/her studies in Japan, the amount of money received from that scholarship should not exceed 80,00JPY per month. However, this limitation will not be applied to the travel expenses, scholarship loan which must be paid back after graduation, and student loan.
※If a student receives a scholarship from another organization, that organization may not permit the student to receive scholarships from different parties at the same time. As such, the student is required to contact the organization awarding the scholarship individually to confirm their guidelines.