

**Recruitment Announcement**  
**Cross-Cultural College Global Career Seminar in Canada, February 2025**

*The Cross-Cultural College (CCC) is a collaborative education project between Japan and Canada. In this project, Kwansai 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 — will work together to educate world citizens with the multicultural understanding and communication skills to enable them to be the leaders of the future.*

**Program Overview**

The Global Career Seminar aims to introduce current business issues, and to provide students with an opportunity to analyze and find solutions for actual problems assigned to them by companies/organizations based in Canada.

The seminar will organize students screened and selected from Kwansai Gakuin University (KGU) and its four partner universities into groups. The students will then be given specific business problems, offered by representatives from corporations, which they will be expected to analyze and propose solutions for. During the fall semester synchronous and on-demand online pre-lectures will be provided for preparation, and on commencement of the seminar at University of Toronto, further lectures, discussions with peer students, and preparation for group presentations will take place. The final presentations will be made to the representatives of the companies and organizations that proposed the problems. Further details can be found in the attached syllabus.

-The companies/organizations involved in February 2025 program (fixed);  
Ernst & Young , Kubota Canada, Air Canada, SHS (Student Homestay Service).

-Brief schedule for host company/organization allocation;

- ✧ November 1 2024  
Company/Organization Introduction (On-demand online lectures will become available)
- ✧ November 11, 2024 (tentative)  
Deadline for submitting company/Organization preference
- ✧ November 14, 2024 (tentative)  
Announcement of the team (The preference will be considered, but not everyone will be assigned to the 1<sup>st</sup> choice.)
- ✧ 1 session/team (about 1 hour) between late November to mid-December  
Synchronous Q&A session with company representatives. The date/time will be announced when confirmed.

**Program Period (Intensive period)**

February 17- February 22, 2025 conducted at the St. George Campus of University of Toronto

\*February 16- Field Trip to CN tower (mandatory)

**Online Pre-lecture Sessions (Pre-lecture period)**

8 pre-lectures will be provided starting from November 1st (the number is subject to change).

\*Some lectures will be synchronous including the Q&A session with the company representatives, and the real time attendance is expected for all participants regardless of their locations. Other lectures are on-demand recorded lectures, and all participants must watch all lectures and complete the assignments as stated in the syllabus.

## Credit

3 credits will be granted from KGU. These credits will transfer over as a MOS special topics courses: MOS 2292A/B.

## Accommodation

KGU will arrange shared accommodation (without meals) for the participants during the program, which will be included in the program fees. The accommodation where students are going to stay is as follows.

➤ **Chelsea Hotel Toronto**

33 Gerrard Street West Toronto | 416-595-1957 <https://www.chelseatoronto.com/en/hotel/accessibility-standards>

\*In order to facilitate communication between students from all universities, all students are required to stay in the designated accommodation throughout the program.

\*Basic arrangement will be twin rooms which will be shared with another participant of same gender.

## Tuition & Program Fees

\*As this opportunity takes place under a partnership agreement between King's and KGU, no additional tuition fees are charged.

\*The program fee, which covers accommodations from February 15-22, the field trip to the CN Tower, and KGU's administrative fee, is 111,000 yen (approximately \$1,072.70 CAD).


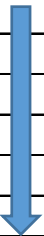

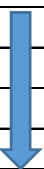

\*Students are responsible for their own meals and transportation cost (including travel cost to and from Toronto, and commuting cost to and from the campus) during the program.

## Travel Arrangements

\***Check-in:** Students from King's are required to check in to the hotel on February 15.

\***Check-out:** Students from King's are required to check out of the hotel in the morning of February 22 before the final in-person session.

Accommodation Check-in/Check-out

		Mt.A(5)	QUE(8)	King's(4)	UofT(8)
2/15	Sat	Check in	Check in	Check in	
2/16	Sun				
2/17	Mon				Check-in
2/18	Tue				
2/19	Wed				
2/20	Thu				
2/21	Fri				
2/22	Sat		Check-out	Check-out	Check-out
2/23	Sun	Check out			

## **Number of Places (TBC)**

There are 4 spots available to King's students. These spots will be filled on a first-come, first-served basis, pending a positive academic reference obtained by King's International from MEM (or from Academic Advising for non-MEM students).

## **Conditions for Application**

\*Applicants must have completed two semesters of study at their home university as of January 31, 2025.

Graduate students are not eligible.

\*Applicants must participate in all sessions including the synchronous online pre-lectures, watch all the recorded on-demand pre-lectures, and complete assignments stated in the syllabus.

\*To maintain the concept of group work, withdrawals after official acceptance are not accepted without exceptional reasons and authorization from the Chief Academic Director at CCC Headquarters. The student registration and course registration will proceed at KGU after the official acceptance, and withdrawals will negatively affect the exchange balance, as well as the students' academic record.

## **Inquiries and Applications**

\*Interested applicants should express interest to **King's International by 9:00am on Friday, October 4th, 2024.**

Pending a positive academic reference from MEM (or Academic Advising for non-MEM students), King's International will then send the student the application documents, which will be due back to King's International at **9:00 am on Friday, October 11.**

\*King's will send the applications to the Cross-Cultural College office at KGU **by October 11,2024.**

## **Application Documents**

- ◇ Application Form
- ◇ Statement of Understanding
- ◇ Media Consent
- ◇ Passport copy

\*Although participants do not travel to Japan, submission of students' passport copy is required for the KGU student/course registration. If students don't have a passport, other forms of official ID can be accepted as long as it contains a student's ①full legal name, ②birthday, ③nationality.

# CCC Global Career Seminar in Canada 2025

Instructors : Norie Yazu, James Liu, Jason Dean

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://kguucc.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	<b>Assignment</b> : 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!  <b>*Synchronous</b>
Nov 24	Nov 25	<b>Assignment</b> : 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	<b>Assignment</b> : Submit Business Idea
Dec 16	Dec 17	Modern Marketing Research Methods Web Strategy
Dec 17	Dec 18	<b>Assignment</b> : Customer Research Report
Dec 20	Dec 21	<b>Assignment</b> : Website Prototype
Jan 4	Jan 5	Business Plan
Jan 7	Jan 8	<b>Assignment</b> : 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 <b>*Synchronous</b>

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	Group Work / Tutorials
		12:00-13:30	Lunch Break
	6	13:30-16:30	Group Work / Tutorials
Day 4 2/20 Thu	7	9:30-12:00	Group Work / Tutorials
		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.