



## COURSE OUTLINE: GBM404 - APPLIED PROJECT

Prepared: Gabriel Araba

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	GBM404: APPLIED PROJECT
<b>Program Number: Name</b>	2109: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2023-2024
<b>Course Description:</b>	Students will undertake a semester-long, project-based learning opportunity in the development, writing and presentation of the applied project, which comprises of two separate reports: the complete Feasibility of Trade report and the International Sales/Marketing report. The Final Applied Project allows students to demonstrate the knowledge and skills acquired from the entire program in this cap stone project. The reports are prepared using the FITTSkills project report requirements provided by FITT. (Forum for International Trade Training). This course provides students with an opportunity to submit their reports for a chance to obtain their FITT diploma.
<b>Total Credits:</b>	10
<b>Hours/Week:</b>	10
<b>Total Hours:</b>	140
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<p><b>2109 - GLOBAL BUSINESS MGMT</b></p> <p>VLO 1 Collect, process and interpret data used to support international business</p> <p>VLO 2 Develop, execute and analyze the results of a comprehensive global business plan</p> <p>VLO 3 Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations</p> <p>VLO 9 Apply quality control and assurance programs to sourcing and supplying</p> <p>VLO 10 Apply the principles of business ethics and international corporate responsibility</p> <p>VLO 11 Develop new products and services consistent with evolving market needs</p> <p>VLO 12 Evaluate the viability of marketing a product or service in an international market or markets</p> <p>VLO 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives</p>
<b>Essential Employability Skills (EES) addressed in this course:</b>	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p>

Please refer to program web page for a complete listing of program outcomes where applicable.



	EES 10 Manage the use of time and other resources to complete projects.																
<b>Course Evaluation:</b>	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>																
<b>Other Course Evaluation &amp; Assessment Requirements:</b>	<p>There are two project reports attached to this course. Each report carries 50% weight of the total marks available in the GBM404 applied project. An individual student may be assigned to a project and the maximum number of students allowed per project topic chosen is 2(two).</p> <p>The two reports: Feasibility of International Trade and International Sales/Marketing project report are submitted towards obtaining the FITT Diploma by the end of Semester Four (4). Submission to FITT is optional, however, late or non-submission equates to a zero score in the FITT assessment attempt. The students may request a re-write from FITT after graduation at their own convenience. Failure in the FITT assessment does not mean failure in the GBM404 course. FITT pass mark begins at 65%. The internal assessments at Sault College in the course are cumulative with pass grade beginning at (D) 50%.</p>																
<b>Books and Required Resources:</b>	<p>International Sales and Marketing/Feasibility of Trade by FITTskills          Publisher: Forum for International Trade (FITT) Edition: Seventh Edition          ISBN: 978-1-988782-30-0          Copyright 2017 FITT</p>																
<b>Course Outcomes and Learning Objectives:</b>	<table border="1"> <thead> <tr> <th><b>Course Outcome 1</b></th> <th><b>Learning Objectives for Course Outcome 1</b></th> </tr> </thead> <tbody> <tr> <td>Determine research objectives, design and methodology.</td> <td>           1.1 Define the business opportunity.            1.2 Identify the questions and research aim.            1.3 Determine the import/export viability.            1.4 Identify type of research.            1.5 Determine research strategy and information collection method.            1.6 Describe data source and method of meeting the objectives.         </td> </tr> <tr> <th><b>Course Outcome 2</b></th> <th><b>Learning Objectives for Course Outcome 2</b></th> </tr> <tr> <td>Presenting and analyzing data.</td> <td>           2.1 Describe keys trends, issues and challenges identified.            2.2 Identifying potentials risk.            2.3 Selecting target market.            2.4 Understanding market intelligence.            2.5 Analyzing target market competitors.         </td> </tr> <tr> <th><b>Course Outcome 3</b></th> <th><b>Learning Objectives for Course Outcome 3</b></th> </tr> <tr> <td>Analyzing pricing and cost implication.</td> <td>           3.1 Demonstrate data collection.            3.2 Refining information from the research for cost and pricing analysis.            3.3 Analyzing and elaborating on the pricing strategy.            3.4 Checking for transaction viability.         </td> </tr> <tr> <th><b>Course Outcome 4</b></th> <th><b>Learning Objectives for Course Outcome 4</b></th> </tr> <tr> <td>Risk analysis, mitigation</td> <td>4.1 Analysis data to access risk potentials.</td> </tr> </tbody> </table>	<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>	Determine research objectives, design and methodology.	1.1 Define the business opportunity. 1.2 Identify the questions and research aim. 1.3 Determine the import/export viability. 1.4 Identify type of research. 1.5 Determine research strategy and information collection method. 1.6 Describe data source and method of meeting the objectives.	<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>	Presenting and analyzing data.	2.1 Describe keys trends, issues and challenges identified. 2.2 Identifying potentials risk. 2.3 Selecting target market. 2.4 Understanding market intelligence. 2.5 Analyzing target market competitors.	<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>	Analyzing pricing and cost implication.	3.1 Demonstrate data collection. 3.2 Refining information from the research for cost and pricing analysis. 3.3 Analyzing and elaborating on the pricing strategy. 3.4 Checking for transaction viability.	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>	Risk analysis, mitigation	4.1 Analysis data to access risk potentials.
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	strategies, conclusion and action plan.	4.2 Addressing the risk and investigating alternatives. 4.3 Proffering solutions for the risk. 4.4 Drawing conclusion from research, challenges, alternatives, benefits etc.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	Understanding organizational profile and creating sales project plans/report outlines.	5.1 Selecting an organization, product or service and international target market. 5.2 Compiling detail information about the organization (real or fictional). 5.3 Completing secondary research, gather trending information, barriers and key considerations. 5.4 Research information towards developing a feasible international sales and marketing plan. 5.5 Writing the plan using the evaluation criteria as an organizational guide.
	<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
	Determining sales and marketing objectives, situational analysis, product offerings and market analysis.	6.1 Listing clear sales and marketing objectives with outcome targets to success measurement. 6.2 Describing organizational SWOT analysis, external opportunities and threats in target country. 6.3 Describing the nature and use of the product or service. 6.4 Summarizing results of market research.
	<b>Course Outcome 7</b>	<b>Learning Objectives for Course Outcome 7</b>
	Performing customer profiles, developing sales and marketing strategies/strategic sales planning and controls.	7.1 Provide information on customers (consumer and business), needs, challenges and solutions. 7.2 Describing market segment and outline the organization's strategy and competitive advantage. 7.3 Procuring details on projected revenues, expenses, sales and marketing objectives. 7.4 Describing the development and use of evaluation, feedback mechanisms.
	<b>Course Outcome 8</b>	<b>Learning Objectives for Course Outcome 8</b>
	Writing Executive summary and drawing conclusion.	8.1 Summarize report content. 8.2 Highlight key aspect, opportunities, challenges, solutions and viabilities, time, budget etc. 8.3 Summarize the content of the plan and key points. 8.4 Making inference from information in a logical manner and presenting conclusion.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Feasibility Report part 1	10%
Feasibility Report part 2	10%
Feasibility Report part 3	10%
ISM Report part 1	10%
ISM Report part 2	10%

	ISM Report part 3	10%
	Overall Format - Feasibility report	10%
	Overall Format - ISM report	10%
	Presentation- ISM report	20%

**Date:** June 23, 2023

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.