



## COURSE OUTLINE: GBM301 - FEASIBILITY OF TRADE

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

<b>Course Code: Title</b>	GBM301: FEASIBILITY OF INTERNATIONAL TRADE
<b>Program Number: Name</b>	2109: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	21F, 22W
<b>Course Description:</b>	This course gives students the confidence to delve into international opportunities while ensuring the success of new international ventures by knowing and following the critical steps. Improve bottom line by properly analyzing organizational readiness and correctly identifying promising opportunities. Students will learn how to decide whether new international opportunities are viable by conducting thorough research and analysis, make smarter decisions by assessing organizational readiness for new international trade initiatives, find the best potential import and/or export ventures for company business with effective market research, ensure company remains profitable by conducting cost-benefit analyses for importing or exporting potential products and services, and mitigate possible risks by developing and implementing strategies and activities to monitor and manage them.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<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>	<b>2109 - GLOBAL BUSINESS MGMT</b> VLO 1 Collect, process and interpret data used to support international business VLO 2 Develop, execute and analyze the results of a comprehensive global business plan VLO 12 Evaluate the viability of marketing a product or service in an international market or markets
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	
<b>Essential Employability Skills (EES) addressed in this course:</b>	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. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 3 Execute mathematical operations accurately. EES 4 Apply a systematic approach to solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
<b>Course Evaluation:</b>	Passing Grade: 50%, D

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

This course has an accompanying Forum for International Trade (FITT) assessment i.e., the Feasibility of International Trade project report submitted towards obtaining the FITT Diploma by Semester Four.

However, GBM301 - Semester Three students are graded on the detailed development and presentation of the feasibility of trade report outline. The maximum number of students allowed per project is two.

Knowledge gained in this course contribute immensely to the completion of the full report on Feasibility of Trade which is due in Semester Four as part of the GBM404 - Final Applied Project.

**Books and Required Resources:**

Feasibility of International Trade by FITTskills  
 Publisher: Forum for International Trade (FITT) Edition: Seventh Edition  
 ISBN: 978-894566-94-0

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Conduct thorough research and analysis to determine the viability of a prospective international business initiative: Situational Analysis: Determining Current State and Opportunities for Growth.	1.1 Assess organizational readiness for new international trade initiatives. 1.2 Planning international market research. 1.3 Conduct market research for identified potential import and/or export ventures. 1.4 Screen possible target markets to determine most viable markets for designated initiatives. 1.5 Selecting research design and conducting secondary research. 1.6 Collecting data for primary research. 1.7 Organizing data and presenting conclusion.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Determine and analyze cost benefit implication of an international business initiative.	2.1 Conducting cost and pricing analysis for exporting products. 2.2 Analyzing cost and pricing for importing products. 2.3 Managing cost and pricing for exporting services. 2.4 Conducting cost analysis for outsourcing services internationally.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Identify and analyze potential risks of international business initiatives.	3.1 Establishing the risk management process. 3.2 Analyzing and mitigating currency/foreign exchange risk. 3.3 Analyzing and mitigating political and economic risk. 3.4 Analyzing and mitigating social and commercial risk. 3.5 Analyzing and mitigating foreign physical assets risk. 3.6 Analyzing and mitigating personnel risk and technical risk. 3.7 Analyzing and mitigating Intellectual Property Risk.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Analyzing potential gains and opportunities of the	4.1 Determine if the potential gains and opportunities of the venture outweigh the risks.

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	venture.	4.2 State findings from the research and analysis 4.3 Presenting recommendations and implement strategies to monitor and manage identified risks.
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**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignments - Case study Analysis	20%
Final Exam	30%
Mid-term Exam	20%
Participation	10%
Presentation of Feasibility Research Report outline	20%

**Date:** August 4, 2021

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

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