



COURSE OUTLINE: GBM404 - APPLIED PROJECT

Prepared: Gabriel Araba

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

Course Code: Title	GBM404: APPLIED PROJECT
Program Number: Name	2106: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	21W
Course Description:	Students will undertake a semester-long, project-based learning opportunity in the development and execution of an applied project. The objective of the collaborative applied project is to have students, as team members apply and integrate the skill sets and knowledge that form the core of their training in this program. Students will augment their academic training with valuable case study and experiential learning. The Final Applied Project allows students to demonstrate the knowledge and skills acquired from the entire program while placing emphasis on the FITTskills International Sales and Marketing course and knowledge from other courses. This project is adopted and offered to students at the college exam level not as a FITT assessment.
Total Credits:	10
Hours/Week:	10
Total Hours:	150
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2106 - GLOBAL BUSINESS MGMT
Please refer to program web page for a complete listing of program outcomes where applicable.	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 3 Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations
	VLO 9 Apply quality control and assurance programs to sourcing and supplying
	VLO 10 Apply the principles of business ethics and international corporate responsibility
	VLO 11 Develop new products and services consistent with evolving market needs
	VLO 12 Evaluate the viability of marketing a product or service in an international market or markets
VLO 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives	
Essential Employability Skills (EES) addressed in this course:	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 9 Interact with others in groups or teams that contribute to effective working

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 2020-2021 academic year.



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relationships and the achievement of goals.

EES 10 Manage the use of time and other resources to complete projects.

Course Evaluation:

Passing Grade: 50%, D

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

Other Course Evaluation & Assessment Requirements:

The student must create and submit an International Sales and Marketing Plan. See Instruction for students below:

The plan must be for either the company you work for or a fictitious company of your choice. It must take an existing or new product or service from the country of your choice into an international market that is new to the company.

Books and Required Resources:

International Sales and Marketing by FITTskills
 Publisher: Forum for International Trade (FITT) Edition: Seventh Edition
 ISBN: 978-1-988782-30-0
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Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1.0 Developing and Creating and submit an International Sales and Marketing Plan	1.1 Selecting an organization, product or service and international target market 1.2 Completing secondary research, gather trending information, barriers and key considerations 1.3 Research information towards developing a feasible international sales and marketing plan. 1.4 Writing the plan using the Evaluation Criteria as an organizational guide.
Course Outcome 2	Learning Objectives for Course Outcome 2
2.0 Writing Executive Summary and Organizational Profile	2.1 Summarize the content of the plan and highlight key points and conclusions 2.2 Compiling detail information about the organization (real or fictional)
Course Outcome 3	Learning Objectives for Course Outcome 3
3.0 Determining Sales and Marketing Objectives and carrying out Situational Analysis	3.1 Listing clear sales and marketing objectives with outcome targets to success measurement 3.2 Describing organizational SWOT analysis, external opportunities and threats in target country
Course Outcome 4	Learning Objectives for Course Outcome 4
4.0 Developing Product and Service Offerings and carrying out Market Analysis	4.1 Describing the nature and use of the product or service 4.2 Summarizing results of market research
Course Outcome 5	Learning Objectives for Course Outcome 5
5.0 Performing Customer Profiles and developing Sales and Marketing Strategies	5.1 Provide information on customers (consumer and business), needs, challenges and solutions 5.2 Describing market segment and outline the organization's strategy and competitive advantage.

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Date:	June 17, 2020										
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.										

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