



COURSE OUTLINE: GBM301 - FEASIBILITY OF TRADE

Prepared: Gabriel Araba

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

Course Code: Title	GBM301: FEASIBILITY OF INTERNATIONAL TRADE
Program Number: Name	2106: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	20F, 21S
Course Description:	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 your bottom line by properly analyzing your 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 your organizational readiness for new international trade initiatives, find the best potential import and/or export ventures for your business with effective market research, ensure your 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.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
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 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 10 Apply the principles of business ethics and international corporate responsibility VLO 12 Evaluate the viability of marketing a product or service in an international market or markets
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 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.

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

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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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 knowledge gained in this course and the presentation of the Feasibility of International Trade report in this course contributes to the final Applied Project report in this Program. This report is collated with other reports to form the Final Applied project Report in Semester 4.

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:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. 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
Course Outcome 2	Learning Objectives for Course Outcome 2
2. 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
Course Outcome 3	Learning Objectives for Course Outcome 3
3. 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
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Analyzing Potential gains and Opportunities of the venture.	4.1 Determine if the potential gains and opportunities of the venture outweigh the risks. 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:

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

Date:

June 17, 2020

Addendum:

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

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