



## COURSE OUTLINE: GBM205 - PRODUCTS & SERVICES

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

<b>Course Code: Title</b>	GBM205: PRODUCTS AND SERVICES FOR GLOBAL MARKETS
<b>Program Number: Name</b>	2106: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	21W, 21S
<b>Course Description:</b>	This course is designed to impact students with knowledge of how to adapt and conform products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, this is key to long-term success in international target market. An in-depth look at how to establish a competitive advantage with the best design options for adapting products and an effective plan to implement goods development and testing processes. Develop skill to maximize output and minimize costs and risks by developing products for the international market based on customer specifications and regulations. Gain the edge to stand out from the competition by developing well-defined and/or customized service offerings and achieve customer satisfaction in the target markets.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	48
<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>2106 - GLOBAL BUSINESS MGMT</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</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 3 Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations
	VLO 6 Implement strategies utilizing domestic and foreign government programs, policies, and agencies which facilitate international trade
	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
<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 5 Use a variety of thinking skills to anticipate and solve problems.

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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- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

**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:**

This course has an accompanying Forum for International Trade (FITT) assessment. This is a multiple-choice format exam taken online towards obtaining the FITT Diploma.

**Books and Required Resources:**

Products and Services for a Global Market by FITTskills  
 Publisher: FITT (Forum for International Trade Training Inc.) Edition: Seventh Edition  
 ISBN: 978-1-988782-22-5

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Understanding Product Development from Idea to International Market	1.1 Implementing Product Development and Adaptation Process 1.2 Justification for Product Development and Adaptation 1.3 Developing and Adapting Products 1.4 Customizing and Testing Products 1.5 Package and Label Products 1.6 Develop service and service offerings 1.7 Analyzing the Service-Product Relationship 1.8 Managing Distributive Technologies 1.9 Application and Extended Learning
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Managing Regulatory Compliance	2.1 Understanding the significance of Regulatory Compliance 2.2 Discuss Regulatory Compliance Practices 2.3 Application and Extended Learning in Regulatory Compliance
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Discuss Intellectual Property Protection	3.1 Describe the types of Intellectual Property 3.2 Mitigating Intellectual Property Risk 3.3 Understanding Intellectual Property Trends 3.4 Managing Intellectual property infringements 3.5 Application and Extended Learning on Intellectual Property
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
4. Service Development and Design for International Market	4.1 Understand Service Development factor 4.2 Identify Service Delivery Modes 4.3 Describe and initiate Market research 4.4 Implement Intellectual property Protection 4.5 Establish the Service Development Process 4.6 Operational Strategies and Performance Indicators

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4.7 Develop Service Adaptation and Customization  
4.8 Setting Standardized Services  
4.9 Creating Distributive Innovation and Application

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Final Exam	30%
Mid-term Exam	20%
Participation	10%
Quizzes and or Assignments	40%

**Date:**

June 17, 2020

**Addendum:**

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

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