

## IBS820 - International Business Plan

Faculty of Continuing Education, Winter - 2020

### Subject Title

International Business Plan

### Subject Description

Students will learn how to prepare an effective business plan that clearly communicates your unique selling position, market potential, customer profiles, financial plan and marketing strategies. You will integrate concepts and theories and term projects from previous IBS subjects to develop a comprehensive business plan that will introduce/export a product to a foreign market. Each team will present their International Business Plan to their peers and a panel made up of faculty and industry experts.

### Credit Status

One credit toward the International Business Management Graduate Certificate Program (IBS)..

### Learning Outcomes

Upon successful completion of this subject the student will be able to:

1. Compare and contrast international trends in the development of a global strategies and international business plans.
2. Examine the competitive advantages of a company in the global market and design a suitable corporate structure for international business success.
3. Identify, evaluate and apply organizational elements that support international trade activities.
4. Examine and propose how to link a broad global vision to a long-term strategy and a practical short-term action plan, applying the recognized characteristics of leadership to management challenges in international enterprises.
5. Prepare and present an international business plan whereby you apply the concepts of a global vision, strategy planning and operations to an international trade venture.

### Essential Employability Skills

Respond to written, spoken, or visual messages in a manner that ensures effective communication.

Use a variety of thinking skills to anticipate and solve problems.

Show respect for diverse opinions, values, belief systems, and contributions of others.

Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

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

Take responsibility for one's own actions, decisions, and consequences.

### Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

### **Discrimination/Harassment**

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at [student.conduct@senecacollege.ca](mailto:student.conduct@senecacollege.ca).

### **Accommodation for Students with Disabilities**

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

### **Prerequisite(s)**

None.

### **Topic Outline**

1. Global Economic trends
2. Managing for International Competitiveness
3. The Manager as Planner and Organizer
4. Managing International Risk
5. A global Approach to Managing Money
6. Managing for International Innovation
7. The Manager as communicator
8. The Manager as Leader

### **Mode of Instruction**

#### **In-Class**

A combination of teaching methods will be utilized which may include lectures, case studies, discussions, group and individual work.

### **Prescribed Texts**

Title: International Trade Management  
Edition: 6th (blue book)  
Author: Forum for International Trade Training (FITT)  
Publisher: FITT - Module 8  
ISBN: 9781894566469

To purchase eBooks, please contact FITT directly at: <http://fittfortrade.com/textbooks-ebooks>  
Students interested in the FITT credentials may consider purchasing all 8 eBooks. Purchasing all 8 books will cover the Professional Examination or 2 assessments, transfer of credits, and diploma. (\$575 + tax). Individual books may be purchased as well.

## Reference Material

[Research for Europe: A Resources Toolbox for Ontario Exporters](#)

Author: Maggie Weaver

Publisher: Iguana Books (Nov. 22 2017)

Language: English

ISBN-10: 177180243X

ISBN-13: 978-1771802437

[Financing Trade and International Supply Chains: Commerce Across Borders, Finance Across Frontiers](#)

By Alexander R. Malaket

## Required Supplies

None.

## Student Progression and Promotion Policy

<http://www.senecacollege.ca/about/policies/student-progression-and-promotion-policy.html>

Grading Policy <http://www.senecacollege.ca/about/policies/grading-policy.html>

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online

(<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices.

(<https://www.senecacollege.ca/registrar.html>).

## Modes of Evaluation

Assignments are due on the dates specified. Should extenuating circumstances arise, please contact your instructor prior to the assignment due date so that an appropriate course of action can be established. Late assignments may be subject to a penalty of up to 10% per week and will not generally be accepted beyond two weeks from the due date.

In cases of cheating or plagiarism, the College Academic Policy will prevail. Please ensure that all assignments and reports are properly documented.

Students are referred to the following website for Seneca College Library style guides, Academic Honesty Policy and Copyright guidelines: <http://senecacollege.ca/library>

Dates for evaluations are specified in the weekly schedule addendum to this outline. The evaluation process may include, but is not limited to, tests, exams, assignments or presentations. Any absences or missed submissions due to medical or other reasons must be supported by medical or other appropriate documentation within one (1) week of the due date. The faculty and program area must be notified immediately in the event of a missed evaluation. Upon acceptance of the documentation, the weighting of the missed deliverable will normally be applied to the final exam.

### **English Competency**

The ability to communicate effectively is essential for success in business. Therefore, you must demonstrate English competency in this course in both oral and written work. Ensure your written work includes correct sentence structure, spelling and punctuation. Always spell check, edit and proofread your work.

**Grading is based on the following marking scheme:**

Term Tests (2 @ 20% each)	40%
Business Plan (4 deliverables @ 5% each)	20%
Business Plan written submission	25%
Business Plan final presentation	15%

**Please retain this course outline document for future educational and/or employment use.**

### **Academic Program Manager:**

**Emiliano Introcaso**

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Approved by: John Wong1, Danielle Mercier

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