

IBS630 - Trade Research and Market Analysis

School of International Business & Management, Fall - 2019

Subject Title

Trade Research and Market Analysis

Subject Description

Managers make strategic business decisions based on in-depth research and analysis. In this course, you will examine and apply information systems and sources used to gather and analyze primary and secondary data. As a member of a team, you will use this data to prepare an international trade research paper. This research will be applied to your second semester Marketing and Business Plan.

Credit Status

This subject is a credit for the International Business Management Graduate Certificate Program.

Learning Outcomes

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

1. Describe the value and role of research in making international trade decisions.
2. Identify steps in the international trade research process and manage basic stages of a research project
3. Describe the role of basic statistics in analyzing research results.
4. Identify relevant information sources such as published sources, electronic database, networking, focus groups, surveys
5. Assemble broad, strategic questions into a research "map" to guide the needs of exporting or importing
6. Collect and analyze data
7. Understand and describe market intelligence
8. Compile and maintain competitor intelligence, information and data.
9. Apply research techniques to market analysis and selection
10. Use market assessments to evaluate and prioritize export markets.
11. Evaluate alternative data collection techniques in terms of methodological difficulty and cost.
12. Present the results of research and analysis in an organized, concise and comprehensive report.

Essential Employability Skills

Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.

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

Execute mathematical operations accurately.

Apply a systematic approach to solve problems.

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

Locate, select, organize, and document information using appropriate technology and information systems.

Analyze, evaluate, and apply relevant information from a variety of sources.

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.

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)

The course pre-requisite follows the IBS program admission requirements.

Topic Outline

see the chart below

Mode of Instruction

A variety of instructional modes may be used including lectures, independent study, case analyses, class discussion, team and independent projects and assignments.

Prescribed Texts

There is no prescribed textbook in this subject due to the fluidity of the content covered in Business in the Global Economy, however each week module information is posted based on topical information addressing the learning outcomes. Each module is structured based on integrated, interactive 'best practices' perspectives using selected reading materials from expert sources. Study and reference materials will be posted to Blackboard in PowerPoint slide format in advance of in-class review and discussion.

The following text is recommended as supplemental reading for IBS630.

INTERNATIONAL TRADE RESEARCH, Participant's Manual, Forum for International Trade Training (FITT), Version 6. ISBN# 0-00375-010-B.

William G. Zikmund, B. Babin, J. Carr and M. Griffin. *Business Research Methods*, 9th ed. Nelson. □ ISBN-10: 1111826927 □ ISBN-13: 9781111826925

Guide to Research & Citation: MLA Style, Seneca Libraries, Latest Version, Seneca College.
<http://library.senecacollege.ca>

Required Supplies: A device to enable access to the internet for in-class workshops

Reference Material

- <http://library.senecacollege.ca>
- You are also encouraged to keep up-to-date on business news through newspapers, magazines, Internet, TV and radio.
- Visit the Learning Commons for access to newspapers, magazines and the Internet.

Required Supplies

A device to enable access to the internet for in-class workshops.

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

Modes of Evaluation

| | |
|--|-------------|
| Project (Group Work): Deliverable 1- 10% Deliverable 2 – 10% Deliverable 3 – 10% Deliverable 4 – 10% Deliverable 5 – 20% Presentation - 15% | 75% |
| In Class Assignment and Two Case Studies worth 25% | 25% |
| TOTAL | 100% |

Promotion Policy

Grading Policy

| | |
|----|------------------------|
| 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

Note: For the IBS program the minimum grade required for promotion to 2nd semester and for graduation is a cumulative average of C grade, 2.0 GPA

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/academic-policy>) or at Seneca's Registrar's Offices.

Language Standards:

It's essential for today's successful business person to be able to clearly communicate orally and in writing. All written work must demonstrate the following characteristics for clarity, conciseness and...

- writing that is consistent with the rules of English grammar
- spelling and punctuation that are correct
- appropriate use of vocabulary
- sentences that are structured correctly
- main points that are supported with specific, relevant examples and rationale
- work that flows logically through supporting statements/paragraphs
- layout that is attractively displayed

Additional Guidelines:

1. Students are expected to be familiar with and adhere to Seneca's Academic Integrity Policy.
2. All submissions must meet instructor requirements related to neatness and quality of presentation, including accuracy of spelling and grammar.
3. You're expected to act in a thoroughly professional manner during classroom discussions, and on exercises, assignments, projects and presentations.

Attendance and Participation:

What you get out of this course is highly correlated to what you put into it. Your degree of preparation, class attendance will all affect how well you do as class discussions are a major part of the learning process.

Research and Citation:

All supporting material used for your assignments must use MLA format. Research material from Wikipedia, Scribd and Facebook will not be accepted.

Guide to Research and Citation MLA Style, 8th Edition Seneca Libraries, Seneca College.

<https://seneca.libguides.com/mla>

Detailed Topic Outline

| WEEK | TOPIC/ACTIVITY | CHAPTER | ASSIGNMENTS |
|------|----------------|---------|-------------|
| | | | |

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|---------------------|--|---|--|
| 1 | Introduction to the subject and the importance of IBS 630 to the whole program | | |
| 2 | <ul style="list-style-type: none"> What is Research/ Why Research Types of Research, Importance to International Trade | 1 | Library Workshop Plan and structure of Research Project |
| 3 | <ul style="list-style-type: none"> The Research Process- Full Process overview (FITT Process) Research Objectives - Key Issues for Exporters | 3 | Business Teams established Students introduced to list of firms to select from for project |
| 4 | Market and Competitive Intelligence | 2 | Initial meeting with teams regarding product and county choices |
| 5 | Data Sources <ul style="list-style-type: none"> Primary and secondary data, sources, advantages and disadvantages | 5 | Deliverable 1- 7.5% Macro environment - 3 countries. Conclusion based on data. |
| 6 | Data Collection <ul style="list-style-type: none"> Primary Data methods, special issues for International Trade Sampling and sample plans, Collecting information on competition | 6 | Individual Assignment- 5% |
| 7 | In class Case Study and discussion- 5% | 5 | Deliverable 2- 7.5% Industry Analysis of 3 Countries. Conclusion based on data. |
| Reading Week | | | |
| 8 | <ul style="list-style-type: none"> Data Analysis and Presentation Qualitative and Quantitative Data | 7 | |
| 9 | Exam/Quiz - 5\$ | | Deliverable 3- 7.5% Marketing environment of the 3 countries. Conclusions based on data. |
| 10 | Application of Trade Research - is this a case based class that will be evaluated | 8 | Case study - 5% |
| 11 | Supporting Technologies | 9 | Deliverable 4- 7.5% Compare chosen countries based on research done before and produce report justifying final decision. |
| 12 | Comprehensive Term Test | - | - 35% |
| 13 | Presentations | - | - 15% |
| 14 | Presentations | - | - |

*Please keep this document for future reference. It will be required if you apply to another educational institution and seek advanced standing.

**Schedule is subject to change.

Approved by: Sarah Arliss

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