

COURSE OUTLINE



COURSE NAME: International Business Plan	COURSE NO: INMA 535
TERM: Summer 2017	COURSE CREDITS: 9
INSTRUCTOR: TBD E-mail: Phone: Office:	

COURSE PREREQUISITES: None.

COURSE DESCRIPTION:

The international business plan is a substantial and transformative piece of investigative work undertaken by students which demonstrates the skills needed to integrate their learning from the range of disciplines covered in the programme's courses. Students will gain knowledge and understanding of: the different techniques of literature and data research available, the application of some of these techniques to a real business idea and context; the synthesis of a wide range of primary and secondary sources and the selection of material appropriate to a business plan; the various analytical approaches to research, weighing up the viability of the business idea, the meaningfulness of the data collected and presenting these findings in a reasoned, professional and substantial case. Students will also develop a rationale behind the success and/or failure of a business idea, including (but not limited to): the skills and training needs required for a business; and/or the implications and the impact of legislation and finance on a business.

REQUIRED TEXT and OTHER RESOURCES:

No required text. Required readings will be posted on Moodle and vary each term.

COURSE FORMAT:

Independent study, research and writing as well as advisory review meetings with faculty on regular basis.

The course website on Moodle will provide a detailed schedule of activities, resources, deliverables and updates.

Students are REQUIRED to check the course web site on Moodle as well as his/her name@mycapilanou.ca email at least 3 times weekly as these are the primary vehicles for university correspondence between instructor and student. Course communication will not be sent to student personal emails.

COURSE OUTCOMES:

The aims of this course are to enable students to:

- Develop, enhance and apply postgraduate level skills of independent research, analysis, evaluation and presentation of the findings;

- Present a well-structured report that examines and analyses key areas associated to a business idea, following a set of pre-defined areas of research, i.e:

• Opportunity	• Execution, Marketing, Operations, Research
• People	• Financial Plan
• Business Plan	• Risks

- Use a scientific methodology or methodologies with the view to formulating the results of that research in appropriate conclusions and recommendations.

SPECIFIC STUDENT OUTCOMES:

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

ABILITIES	OUTCOME	LEVELS*
COMMUNICATIONS	C1. communicate effectively in writing;	6
	C2. produce a suitable business plan by developing a rationale for a business idea/ start-up;	6
	C3. present an articulate and coherent final piece of work, integrating theoretical and empirical implications in a form which is clearly intelligible to an informed reader;	6
	C4. translate data gathered into appropriate conclusions and recommendations.	6
ANALYSIS AND DECISION-MAKING	A1. carry out literature and data research by using both formal search facilities and the student's own initiative;	6
	A2. undertake appropriate market research;	5-6
	A3. examine how to conduct skills audits, training needs analysis and the impact that industry legislation has on the business;	6
	A4. assess issues in any required supply chain;	6
	A5. assess the short and long-term management challenges;	6
	A6. assess the most marketing and sales channels to be adopted;	5-6
	A7. handle data, and determine the most appropriate analytical techniques to use in order to analyse that same data appropriately;	6
	A8. select and justify appropriate sources of finance to be included in the business plan;	6
	A9. identify specific problems and formulate specific solutions/ recommendations to address such problems.	6
	A10. critically evaluate alternative methods, theories and data in the context of a dynamic, complex and uncertain organisational environment	5-6
SOCIAL INTERACTION	S1. work with a supervisor to choose and define an appropriate focus for the business plan;	5
	S2. conduct work in an appropriate ethical manner.	5
CITIZENSHIP, SUSTAINABILITY AND GLOBAL PERSPECTIVES	G1. consider the implications of the business plan within their chosen field and for their academic discipline;	5
	G2. present an coherent international business plan that contributes positively to the economy or community;	6
	G3. consider the implications of the plan within their chosen field and for their academic discipline.	4

EVALUATION PROFILE:

The process of preparing a business plan requires some formal introduction/refreshment to the theories and practices of project management, social research, and business start-up and development. Students must attend the Research Methods course, which will provide this essential underpinning for the different sections and key areas to be developed as part of the business plan.

Each student will be allocated an individual supervisor who will brainstorm the proposed business idea with the student and guide him/her through the viability of the project, the process of research, the development of the business plan and the consideration of appropriate and managerially-significant conclusions and recommendations.

The completed work will comprise approximately 15,000 words and will demonstrate a rounded expertise in all the module areas within the international business graduate diploma.

A handbook will be available to all students to act as a focus and guide for the writing up of the plan. Each student will also be allocated an individual supervisor, whose role will be to offer guidance and support during the writing up process to ensure the learning objectives are achieved in each individual case.

Students will be required to evaluate and consider the aims of a business and factors which indicate its success, including appropriate market research. In addition students will take into account financial aspects of business planning, for example planned profits and explain the forecasts and accounts that will have to be produced. The course will enable students to develop further the management knowledge and skills required to run a business, including the necessary skills to manage finance, customers, and products.

Assessment	% of Final Grade	Individual	CAbilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship & Global Perspectives
Extended Business Plan (15,000 words)	100%	1	6	6	N/A	4-6
Meetings log (in the appendix);	0%	1	4-6	3	3-6	4-6
There may be other items detailed in the International Business Report Handbook.	0%	1	4-6	4-6	N/A	4-6
Total	100%					

Extended Business Plan should be no more than 15,000 words (+/-10% excluding appendices), including a rationale and should provide appropriate financial and market research in relation to this. Include a final chapter entitled 'reflections'.

There may be other items detailed in the Business Plan Handbook. Details of this and other issues relating to the assessment strategy are detailed in the Business Plan Handbook.

Grading Profile:

This course is graded credit or no credit based on successful completion of all the assessments indicated above.

COURSE CONTENT/SCHEDULE:

This following weekly course outline is tentative and subject to change. Additional readings and homework will be assigned during the course and will be posted on the course web site. You are responsible for checking Moodle and your @mycapilanou.ca email on a regular basis.

Week	Topic
Week 1-4	Development of Topic and Research Strategy
Week 5-8	Business Plan Research Preparation
Week 9-13	Research Preparation and Review
Week 14-16	Further Research
Week 17-19	Further Research Plan Editing and Review
Week 19-21	Draft Review Process
Week 22	Final Business Paper Preparation

UNIVERSITY POLICIES

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website

In addition to the policies of the university, the Faculty of Business has the following policies governing the management of our classes and curriculum.

FACULTY OF BUSINESS POLICIES

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Emergency Procedures:

In the event of an emergency, students must follow the emergency procedures posted in the classroom.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.

Penalties for Cheating and Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Website.

PROGRAM POLICIES – Capilano School of Business

In addition to the Capilano University and Faculty of Business policies, the Capilano School of Business has the following policies governing the management of our classes and curriculum.

Missed Exams and Quizzes:

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.

English Usage:

All assignments are marked for correct English usage, proofreading and formatting.

COURSE LEVEL POLICIES:

In addition to Capilano University, Faculty of Business, and the Capilano School of Business policies, the following policies govern the management of this class and its curriculum.

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been by the instructor.

Programmable Tools: Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.