**Topical outline for IBS 630 – Fall 2019**

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| **Week** | **Topic /Activity** | **Module** | | **Assignments** |
| 1 | * Introduction to the program & its objectives, * Role of IBS 630 in meeting program objectives * Linkages with other program courses. * Value and role of research in intl. trade decisions |  | |  |
| 2 | * Types of Research, Importance to International Trade | 1 | | Library Workshop  Plan and structure of Research Project |
| 3 | * The Research Process –Full Process overview (FITT Process) * Research Objectives – **Key Issues for Exporters**   (Tie research objectives to PEST, 5 Forces and 3C models for student reference) | 2 | | Business Teams established  List of Canadian companies provided to Teams to discuss. Each team to choose 1 company for the for the project |
| 4 | Data Sources   * Primary and secondary data, sources, advantages and disadvantages | 3 | | **In-class workshop :**  Company Profile and  Market & Competitive Intelligence (based on chosen Canadian organization) |
| 5 | Data Collection   * Primary Data methods, special issues for International Trade * Sampling and sample plans, Collecting information on competition | 4 | | **Due:** **Deliverable 1** -**10%**  Part A – In-depth analysis and profile of chosen Canadian Company Profile and Market & Competitive Intelligence (based on chosen Canadian organization) |
| 6 | * Qualitative and Quantitative Data * Data Analysis and Presentation * Supporting Technologies used in Research and Analysis * Application of Trade Research | 5 | | **Due:** **Deliverable 2 - 10%**  Part B – Industry and Market Analysis  in-depth analysis of domestic and global markets based on business sector in which chosen Canadian company is part of |
| 7 | In class Case Study and discussion – **10%** | | | |
|  | **Reading Week** | | | |
| 8 | Macro environment using DESTEP Analysis | | 6 | Based on data from Deliverable 1 & 2 choose 2 countries that present viable export opportunities for your company |
| 9 | Macro environment using DESTEP Analysis | | 7 | **Due: Deliverable 3** -**10%**  Part A - Macro-Economic Analysis environment of the 2 chosen countries |
| 10 | In class workshop/assignment – **15%**   * Purpose of Research * Research Plan / Methodology (what was done and how, written in a passive voice) | | 8 | **Due: Deliverable 4** -**10%**  Part B – Macro-Economic Analysis environment of the 2 chosen countries |
| **Week** | **Topic /Activity** | **Module** | | **Assignments** |
| 11 | Export development teams to meet with Professor in class to review data and direction. | | | |
| 12 | Work on final presentation | | | **Due: Deliverable 5** – **Final Report**  **20%**  Compare chosen countries based on research and data analysis to support final decision. |
| 13 | **Due: Final Presentations**  **15%** | | | |
| 14 | **Week of final exams**  **note – there is no final exam in IBS630** | | | |

\*Subject to modification