**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
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| 2 | * Types of Research, Importance to International Trade
 | 1 | Library WorkshopPlan 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 establishedList 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