

愛知東邦大学 シラバス

開講年度(Year)	2023年度	開講期(Semester)	後期
授業科目名(Course name)	事業構想プロジェクトII		
担当者(Instructors)	Haney Cheyenne Nicole	配当年次(Dividend year)	3
単位数(Credits)	2	必修・選択(Required / selection)	選択

■授業の目的と概要(Course purpose/outline)
With the goal of understanding and using social media (SNS) marketing strategies, you will work on a team to create social media project for Instagram, TikTok, and/or YouTube focused on international business, culture, or cultural awareness. This course will help you learn how to develop a project map, create timelines, and manage a social media campaign in a competitive market.

■授業形態・授業の方法(Class form)	
授業形態(Class form)	演習
授業の方法(Class method)	Classes are focused on group work and include business skills development, presentations, and discussions. The contents and presentation will be in simple English. The project and group discussions will be in a combination of English and Japanese.

■各回のテーマとその内容(Each theme and its contents)			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Introduction	What are the goals and expectations? Self-introductions	<input type="checkbox"/>
第2回	Case Study and Group Selection	Analyze successful social media (SNS) pages. Discuss why some pages and campaigns are less successful.	<input type="checkbox"/>
第3回	Research and Brainstorming	Research and discuss social media (SNS) pages and campaigns. Brainstorm ideas for final project topics with group.	<input type="checkbox"/>
第4回	Idea Presentation	Present final project ideas. Receive feedback from instructor and peers. Discuss how to market a social media page.	<input type="checkbox"/>
第5回	Project Plan and Roles	Create a general project plan and define team roles. Incorporate feedback from previous lesson.	<input type="checkbox"/>
第6回	Project Map with Deliverables	Develop a project map and set dates for deliverables.	<input type="checkbox"/>
第7回	Project Design and Development	Work as a group to design and manage a social media campaign and content.	<input type="checkbox"/>
第8回	Project Design and Development	Work as a group to design and manage a social media campaign and content.	<input type="checkbox"/>
第9回	Project Design and Development	Work as a group to design and manage a social media campaign and content.	<input type="checkbox"/>
第10回	Project Design and Development	Work as a group to design and manage a social media campaign and content.	<input type="checkbox"/>
第11回	Project Design and Development	Work as a group to design and manage a social media campaign and content.	<input type="checkbox"/>
第12回	Project Presentation Preparation	Work as a group to prepare a presentation to introduce your project.	<input type="checkbox"/>
第13回	Finalize Project and Rehearse	Complete project and presentation. Rehearse the presentation.	<input type="checkbox"/>
第14回	Project Presentations	Present the completed social media projects.	<input type="checkbox"/>
第15回	Summary and Discussion	Discuss group presentations and the outcome of project development.	<input type="checkbox"/>

■授業時間外学習（予習・復習）の内容(Preparation/review details)

Students are expected to do about four hours of work outside of class. ① Research: one hour ② Group work/Group communication: one hour ③ Review: one hour ④ Preparation: one hour

■課題とフィードバックの方法(Assignments/feedback)

All assignments must be submitted by the due date given by the instructor. Feedback will be given in class during group work sessions. All assignments/project work will be returned with a score, comments, and advice. You should carefully review these comments/advice and apply them to the project.

■授業の到達目標と評価基準(Course goals)

区分(Division)	DP区分(DP division)	内容(DP contents)
主体性	◆ 2021国際ビジネスDP3	◆Share responsibilities on a team ◆Research current trends online ◆Develop basic cultural awareness and technological competency. ◆Manage a simple project. ◆Create social media content. ◆Give a presentation in simple English.

■成績評価(Evaluation method)

筆記試験(Written exam)	実技試験(Practical exam)	レポート試験(Report exam)	授業内試験 (in-class exam)	その他(Other)
			100%	0%

授業内試験等(具体的内容)(Specific contents)

Evaluate the planning of assignments, how the project is implemented, the quality achieved, and teamwork

■テキスト(Textbooks)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	None (All materials will be provided in class.)	
2		
3		
4		
5		

■参考図書(references books)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1		
2		
3		
4		
5		