

FITTskills Edition 7.2 — Course Syllabus

Course: Feasibility of International Trade

Course Description:

The course *Feasibility of International Trade* examines the critical steps and decisions needed to determine the feasibility of potential international trade initiatives. Market research, analysis of organizational readiness, cost analysis, and risk analysis are required to decide if a concept fits with a company's strategic direction and improves the bottom line of an organization. Risk analysis then leads to the development of strategies to mitigate identified risks.

The *Feasibility of International Trade* course is a key course in Edition 7.2 of the FITTskills Program, which is designed for the independent self-directed learner who is an international trade practitioner with a minimum of two to five years of experience. The FITTskills Program is developed so you as a practitioner have the competencies to take advantage of international trade opportunities.

Modules in this Course:

SITUATIONAL ANALYSIS: Determining Current State and Opportunities for Growth

COST AND PRICING ANALYSIS: Analyzing the Numbers

RISK ANALYSIS AND MANAGEMENT: Analyzing and Mitigating Risks in International Trade

Pre-Requisites:

- There are no recommended courses prior to the *Feasibility of International Trade* course. The *Feasibility of International Trade* course is the foundational course in the FITTskills Program.
- The *Feasibility of International Trade* course assumes you have the necessary basic business and trade knowledge and skills needed for domestic trade, as these fundamentals are not covered in the FITTskills Program.

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Course Learning Outcomes:

Upon successful completion of this course, you will be able to:

1. Conduct thorough research and analysis to determine the viability of a prospective international initiative and its possible components.
 - a. Assess organizational readiness for new international trade initiatives.
 - b. Screen possible target markets to determine most viable markets for designated initiatives.
 - c. Conduct market research for identified potential import and /or export ventures.
2. Conduct cost benefit analysis for importing and/or exporting potential products and services.
3. Identify and analyze potential risks of international initiatives.
4. Determine if the potential gains and opportunities of the venture outweigh the possible risks.
5. Develop and implement strategies and activities to monitor and manage identified risks.

When you begin the course, you will find there are detailed learning outcomes for each of the three modules in the course.

Schedule:

Please check the course dates in the Events Calendar at <https://www.novascotiabusiness.com/events>. Learners must complete the course within 30 days of the last day of the course.

Course Format:

You have 30 days after the last day of the course to work through the course contents and complete the final assessment. You'll receive your topic-specific textbook in eBook format. At the end of your learning, you can submit the project for the course.

For the course *Feasibility of International Trade*, you must complete a course project instead of the exam. The project for this course involves various steps to develop and submit an International Research Plan. To obtain more information, reference the document *Feasibility of International Trade – Project Requirements*

Registration in this course provides you with access to additional learning resources, such as guiding notes, case studies, sample exam questions and the answers to the exercises in the textbook. These additional resources provide you with an opportunity to apply your learning and

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verify your progress. Although access to these resources is provided, the only requirement to complete the course is successfully passing the project.

Learning Resources:

The course includes extensive content about the feasibility of international trade as an integral part of international trade. It also offers:

- An initial checklist for you to ‘Reflect on Your Experience’ to help you decide which sections you need to spend most time on, and where you may have previous learning
- Case examples that demonstrate innovative and good business practices, global examples and lessons from the field
- Sample documents to illustrate requirements and good practice within the global value chain
- Sections that help you to consolidate and apply your learning at the end of each unit of each module
- Opportunities for extended learning at the end of each unit of each module to broaden the scope of your application, and to help you relate the learning to specific situations
- A list of ‘Recommended Resources’ for additional reading and learning on the topics

Assignments and Formative Assessments:

In addition to the sections in each unit to help you apply your learning and extend your learning to various situations, there is a Final Check at the end of each module. This multiple-choice quiz for the module provides sample questions and answers for you to prepare for the summative exam. These questions have also been provided as an interactive quiz on the learning platform.

Summative/Final Assessment:

Once you are ready, you can write the course evaluation. This is a standardized open-book exam consisting of 45 multiple choice questions. Learners must complete this exam online within three hours. You can write your exam at any time if it is done before the deadline.

To access the examination:

1. Go to www.FITTforTrade.com
2. Under SIGN IN, enter your FITT ID and password
3. Click the **FITT Students** menu (left-vertical menu), then **Online Exam Centre** and then **Login now to begin your exam**—this will redirect you to the online exam center

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A credit is awarded when learners achieve a 'pass' or 'pass with distinction' grade on either the exam or the project (see table). These credits count towards obtaining FITT business credentials.

Pass with Distinction	PWD	85% or higher
Pass	P	65%-84%
Fail	F	64% or less

FITT Educational and Professional Credentials:

FITT offers three international business credentials based on the global trade competencies acquired through the FITTskills Program. The credentials are proof of an individual's level of knowledge and expertise in global trade. Each is achieved based on the following criteria:

FITT Certificate in International Trade

Presented to individuals who have successfully completed any three FITTskills courses, or equivalency thereof (3 credits)

FITT Diploma in International Trade

Presented to individuals who have successfully completed all six FITTskills courses, or equivalency thereof (6 credits)

Certified International Trade Professional (CITP®|FIBP®) designation can be applied for by individuals who have:

- Earned their FITT Diploma
- Achieved FITT's practical work experience requirement of at least one full year
- Endorsed the CITP®|FIBP® Standards of Ethical Conduct
- Committed to ongoing professional development in the discipline of international business

Policies:

1. **Deferral Policy:** A request for an assessment deferral must be submitted to FITT in advance of the assessment deadline. Students may request a deferral for up to 30 days at one given time. A maximum of three (3) deferrals per assessment is permitted. This deferral policy

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applies to all FITT assessments and rewrite assessments. You can request a deferral by completing an **Assessment Deferral Form**.

2. **Rewrite Policy:** You are eligible to re-write a failed FITTskills assessment within 90 days of the original deadline. There is no limit to the number of times an assessment can be re-written. However, each re-write must take place within 90 days of the previous rewrite deadline, and there is a fee of \$100 plus applicable taxes per re-write. You can request to re-take an assessment by completing an **Assessment Registration Form**.
3. **Non-Disclosure Agreement:** The answers to the exercises, case studies and final check questions are confidential and proprietary. You are expressly prohibited from disclosing, publishing, reproducing, or transmitting the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. By registering in this course, you agree not to disclose, publish, reproduce, or transmit the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. Violators will be prosecuted.
4. **Printing of Material:** Printing is for personal, private use only. No part of the material on this platform may be reproduced or transmitted without FITT's prior permission. Violators will be prosecuted.

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