

FITTskills for Manitoba Powered by World Trade Centre Winnipeg Feasibility of International Trade

Course Description:

The *Feasibility of International Trade* course 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 all 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 has been developed so that you, as an international trade practitioner, have all the competencies required to take advantage of international trade opportunities.

Modules in this Course:

This course includes three modules, each broken down into units. While these modules represent a process, they are meant to stand alone. Each module of the *Feasibility of International Trade* course explores a phase of determining the feasibility of a potential initiative. The three modules for this course are:

1. **Situational Analysis:** Determining Current State and Opportunities for Growth
2. **Cost and Pricing Analysis:** Analyzing the Numbers
3. **Risk Analysis and Management:** Analyzing and Mitigating Risks in International Trade

A full breakdown of the content in each module is found starting on page 5 of this document.

Pre-Requisites:

- There are no recommended courses prior to the *Feasibility of International Trade* course. It is a 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.

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 the 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 also detailed learning outcomes for each of the three modules.

Schedule:

This course will be delivered over a four-week period, consisting of 4 four-hour sessions held online weekly. Following the conclusion of the course, you will have one month to complete the online FITTskills examination through FITT or complete and submit a FITTskills course project. The class in which you are enrolled will be completing either the online examination or course project (determined by your Instructor at the beginning of the course).

Course Format:

You'll receive your *Feasibility of International Trade* textbook in eBook format prior to the commencement of the course. Each week you will receive the presentation deck for that week's lesson, including case studies.

Additional learning resources, such as case studies, samples exam questions and other learning exercises may be used in the course, as determined by your instructor. These additional resources provide an opportunity to apply your learning and verify your progress. Although access to these resources may be provided, the only requirement to complete the course is successfully passing the exam or project (minimum grade of 65%).

Summative/Final Assessment Options:

You must complete a formal assessment within 30 days of the course end date. The assessment can be one of two options:

1. Online FITTskills multiple-choice examination
2. FITTskills project

The option you write will be determined with your Instructor at the beginning of the course.

Online FITT examination: This assessment is an online open-book examination, consisting of 45 multiple-choice questions. There is a three-hour time limit for the online examination. The examination can be written anywhere, and at a time convenient to you, but it must be successfully completed before the assessment deadline for you to earn the course credit

FITTskills project: The project option involves the development of a Feasibility Research Report for a potential international trade initiative. This project will have the same due date as the exam, for you to complete and submit to FITT for review. Should this option be selected, you will be provided with the document *Feasibility of International Trade – Project Requirements*, which outlines what is expected in the project.

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®)

The CITP®|FIBP® designation can be applied for by individuals who have met all eligibility requirements (various pathways available)

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 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 for 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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The Process of Analyzing Export Cost and Pricing

Trade Terms and How They Affect Costing

The Harmonized Commodity Description and Coding System and How It Affects Costing

STEP 1: Determine the Cost of Exporting

STEP 2: Elaborate a Pricing Strategy

STEP 3: Assess the Viability of the Transaction

Apply Your Learning

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Unit 2: Conducting Cost and Pricing Analysis for Importing Products

Why Is This Important?

The Process of Analyzing Import Cost and Pricing

The Cost of Sourcing Products

Incoterms® Rules and Importing

HS Codes and Tariffs

Taxes and Fees Related to Imported Products

Product Standards and Certifications

STEP 1: Determine the Cost of Importing

STEP 2: Elaborate a Pricing Strategy

STEP 3: Assess the Viability of the Transaction

Apply Your Learning

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The Process of Analyzing Service Export Cost and Pricing

Considerations When Trading in Services

Delivering Services Internationally

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Legal Issues Related to the Export of Services

Regulations and Taxes on Services

Payment for Exported Services

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Determining What Can Be Outsourced

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Outsourcing and GATS

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Why Is This Important?

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STEP 9: Monitor, Evaluate and Adjust

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Unit 2: Analyzing and Mitigating Currency/Foreign Exchange Risk

Why Is This Important?

What Is Currency/Foreign Exchange Risk?

The Risk Management Process and Currency/Foreign Exchange Risk

Reviewing Currency/Foreign Exchange Risk Data

The Reference Rate of Exchange

Measuring Sensitivity of Profit Margins to FX Fluctuations

Identifying the Time Horizon

Calculating an Organization's FX Position

Mitigating FX Risk Through Hedging Strategies

Managing Settlement Dates with FX Swaps

The FX Hedging Ratio

Approaches to FX Hedging

Solutions Other Than Hedging Instruments

Formulating a FX Policy

Implementing and Monitoring an FX Policy

Apply Your Learning

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Unit 3: Analyzing and Mitigating Political Risk

Why Is This Important?

What Is Political Risk?

The Risk Management Process and Political Risk

Review Historic and Current Data Related to Political Risk

Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

Monitor, Evaluate and Adjust

Apply Your Learning

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Unit 4: Analyzing and Mitigating Economic Risk

Why Is This Important?

What Is Economic Risk?

The Risk Management Process and Economic Risk

Review Historic and Current Data Related to Economic Risk

Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

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Unit 5: Analyzing and Mitigating Social Risk

Why Is This Important?

What Is Social Risk?

The Risk Management Process and Social Risk

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Identify, Measure and Rank Potential Risks

Develop Options and Select Strategies

Implement the Strategies

Monitor, Evaluate and Adjust

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Unit 6: Analyzing and Mitigating Commercial Risk

Why Is This Important?

What Is Commercial Risk?

The Risk Management Process and Commercial Risk

Review Commercial Risk Data

Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

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Unit 7: Analyzing and Mitigating Foreign Physical Asset Risk

Why Is This Important?

What Is Foreign Physical Asset Risk?

The Risk Management Process and Foreign Physical Asset Risk

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Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

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Why Is This Important?

What Is Personnel Risk?

The Risk Management Process and Personnel Risk

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Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

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Why Is This Important?

What Is Technology Risk?

The Risk Management Process and Technology Risk

Review Technology Risk Data

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Rank Potential Risks and Specify Desired Outcomes

Develop Options and Select Strategies

Implement the Strategies

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Unit 10: Analyzing and Mitigating Intellectual Property Risk

Why Is This Important?

What Is Intellectual Property Risk?

The Risk Management Process and Intellectual Property Risk

Review Intellectual Property Risk Data

Identify Key Risks and Measure Probability and Impact

Rank Potential Risks and Specify Desired Outcomes

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