

FITTSkills for Manitoba Powered by World Trade Centre Winnipeg

International Market Entry Strategies

Course Description:

The *International Market Entry Strategies* course examines what individuals in organizations need to know and do to ensure the success of new international ventures. International trade practitioners must research market entry options, analyze these options, and then select the most effective entry strategy and strategic partnerships for their needs. The chosen strategy must be successfully implemented and managed. The organization must demonstrate intercultural competence, follow their organizational code of ethics and comply with the applicable local and international laws. Implementation of the selected market entry strategy will require management of both direct and indirect exports. It may also require development and management of business arrangements such as foreign mergers or acquisitions, or foreign franchising or licensing. Implementation of the chosen market entry strategy follows what is set out in an international business plan and market entry strategic plan.

The *International Market Entry Strategies* course has been designed 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 four modules, each broken down into units. While these modules represent a process, they are meant to stand alone. Each module of the *International Market Entry Strategies* course explores a phase of determining the right new market entry strategy to build a successful future in your new market. The four modules for this course are:

1. **Planning for International Market Entry:** Making Choices and Establishing the Route to Global Success
2. **Implementation of Market Entry Strategies:** Building an International Business Operation
3. **Law And Ethics:** Practical Requirements in International Trade
4. **Intercultural Competence:** Gaining New Perspectives

Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *International Market Entry Strategies* course. You can

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complete the course *Feasibility of International Trade* or self-assess your knowledge of its content by reviewing the learning outcomes for the course.

- The *International Market Entry Strategies* 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. Select the most advantageous market entry strategy based on research and analysis of options and potential issues.
2. Develop an international business plan including key business strategies with metrics to monitor success.
3. Develop a strategic plan for market entry using the international business plan.
4. Develop, implement and monitor an organizational code of ethics/conduct to support professionalism and organizational decision-making in international trade activities.
5. Comply with domestic and foreign legal requirements that govern international trade and investment activities.
6. Establish and manage strategic alliances through use of research, evaluation, negotiation and continued communication.
7. Use knowledge of target market's culture to establish and maintain productive business relationships.
8. Manage direct and indirect exports to maximize profit and ensure efficient distribution and control.
9. Develop and manage foreign direct investment arrangements such as foreign mergers and acquisitions.
10. Plan for foreign franchising and licensing opportunities.

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

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).

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Course Format:

You'll receive your *International Market Entry Strategies* 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 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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