

FITTSkills for Manitoba Powered by World Trade Centre Winnipeg

Products and Services for a Global Market

Course Description:

The course *Products and Services for a Global Market* addresses the necessity that products and services sold or traded internationally may require modification. This course addresses differences in regulatory, legal, cultural and consumer/client requirements that might result in the need to conform to these requirements by adapting products and services. Organizations need to analyze how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery. They must then develop strategies to maintain a competitive edge when adapting or customizing products and services for an international target market.

The *Products and Services for a Global Market* course has been developed so that you as a practitioner can ensure you have all the competencies required to take advantage of international trade opportunities.

Modules in this Course:

This course includes two modules, each broken down into units. While these modules represent a process, they are meant to stand alone. Each module of *Products and Services for a Global Market* course explores adapting to the regulations and requirements for selling in an international market. The two modules for this course are:

1. **Product Development:** From Idea to International Marketplace
2. **Service Development:** International Trade in Services

Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *Products and Services for a Global Market* course. You can complete the course *Feasibility of International Trade* or self-assess your knowledge of its content by reviewing the learning outcomes for the course.
- The *Products and Services for a Global Market* 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.

Products and Services for a Global Market – Course Syllabus

Course Learning Outcomes:

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

1. Consider design options and implement good development and testing processes in order to establish a competitive advantage when developing or adapting products for international target markets.
2. Develop products for the international market based on customer specifications and regulations to maximize output and minimize costs and risks.
3. Adapt or customize a product in a cost-effective manner to meet target markets' regulatory, legal, and cultural needs, minimize risk, and comply with buyer requirements.
4. Develop well-defined and/or customized service offerings to maximize the competitive advantage for the organization while addressing target market needs, as well as regulatory, legal and cultural requirements.

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

Course Format:

You'll receive your *Products and Services for a Global Market* 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 (minimum grade of 65%).

Summative/Final Assessment:

You must complete a formal assessment within 30 days of the course end date. The assessment is the 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.

A credit is awarded when learners achieve a ‘pass’ or ‘pass with distinction’ grade on the exam. 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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