

Global Business Environment



Global Business Environment—FITTskills International Business Course

It takes a lot more than a great product or service to expand into international markets with success. Our FITTskills Global Business Environment course will teach you what you need to know to reduce your risks and increase your business opportunities abroad.

What you'll learn in this course

- The current and future global business environment from both a national and global perspective, covering topics such as a code of conduct for international trade professionals, human rights, ethical practices, diversity in the workplace and the natural environment.
- How cultural aspects of business affects international trade so you can learn to build strong, lasting global business relationships.
- The key elements of the international business process to help you prepare to go global.
- How to initiate a strategic plan to incorporate the key elements of the international business process, including market research, market entry, financing, legal aspects, logistics, documentation and transportation.
- How e-marketing and e-commerce have shaped, and continue to shape, the world of business, and how you can implement them into your international business plan.

How the course works

Once you register for Global Business Environment, you'll be given access to the self-led online video-lecture and your textbook in PDF format. You'll then have 3 months to work through the course at your own pace and complete the final examination. The exam is offered online in a multiple-choice format. **See full course outline below.**

What will I get when I register?

- A Global Business Environment eBook
- Access to a pausable and rewindable online video lecture
- 24/7 technical support
- Access to a final examination
- International trade competencies to help you compete in today's integrated global marketplace

How much does the course cost?

\$600 (\$550 for FITT General Members) plus applicable taxes.

How do I sign up?



Or visit fitt.ca/global-business and click [Sign Up Now!](#)

International Business Certification

Each FITTskills course counts as a credit toward the educational requirement for the Certified International Trade Professional (CITP) designation. Visit fitt.ca/certification-citp to learn more.

Visit www.fitt.ca/course for complete descriptions of
info@fitt.ca | 800.561.3488



FITT
Forum for International
Trade Training

Global Business Environment



Chapter 1: The Global Business Environment

- The Dynamic Context of International Business
- Global Power and Influence: New Players, New Paradigms
- Global Flows: Capital, People and Trade
- Multilateral Institutions
- Pitfalls of Protectionism, Benefits of Engagement
- Trade and Competitiveness
- International Business, Security and Intellectual Property
- The Old “Fringe” Goes Mainstream: Green, Fair and More
- Leading Edge: Integrative Trade, Global Supply Chains and Virtual... Everything
- International Trade: Through the Crystal Ball

Chapter 2: Canada’s Place in the World

- International Trade: Its Role in Canada
- Canada’s Trading Partners
- The Importance of Trade Agreements to Canada
- The Supporting Environment for Trade

Chapter 3: Global Trader, Global Business

- The Business: Vision, Innovation and Commitment
- Navigating the Pitfalls
- The Attitude: Heart of an Entrepreneur, Spirit of a Leader
- Positioning the Organization for the Global Marketplace
- Before the Leap: Evaluating Global Trade

Readiness

Chapter 4: The Global Supply Chain

- Value Chains and Supply Chains: Linking Nations Through Business and Trade
- Trade: Physical, Financial and Information Global Supply Chains
- Integrative Trade
- Trade Transactions: Doing Business Across the Chains
- Buyers, Sellers and a Cast of Many More: Parties to a Trade Transaction
- Lights, Camera, Action: The Mechanics of a Trade Transaction
- Import Considerations: Supplier Development and International Purchasing
- Export Considerations: Client Development and Channel Management
- View from Across the Table: Seeing the Deal as Your Trading Partner Does

Chapter 5: Trade and Technology

- Technology: The Transformation of Trade
- Enhanced Global Supply Chain: From Manufacturing to Business Process Outsourcing
- Online Purchasing and E-Trade Platforms
- E-Marketplaces: The “Middle Man” Returns
- Security in the Virtual Marketplace
- Defining the E-Business Plan

Visit www.fitt.ca/course for complete descriptions of
info@fitt.ca | 800.561.3488



Sign up now!



FITT

Forum for International
Trade Training

Global Business Environment



Chapter 6: Trade in Services

- The Growing Importance of the Global Service Sector
- Modes of Delivery: Four Ways Services Are Traded
- The Role of Services in Manufacturing
- Goods vs. Services Trade: Different Circumstances, Different Approaches
- Intangibles: Skills, Knowledge and Expertise
- Value Proposition: Differentiating Your Service
- Market Research: Implications for Services
- Business-Process Outsourcing
- Trade Policies and Issues Affecting Services Trade
- Trade in Services Checklist

Chapter 7: Cultural Considerations

- Global Business: Multicultural Environment
- Intercultural Effectiveness: Knowing the Rules of the Game
- Cultural Concepts in Context
- Effective Communication
- Impacts of Culture
- Intercultural Relationships: Built to Last

Chapter 8: International Business Practices

- Bribery and Corruption: Corrosive, Costly and Cancerous
- Exploitative Child Labour: Critical, Complex and Compelling Human Rights: Trade, Invest or Sanction

- Intellectual Property Rights
- Codes and Integrity Programs: Theory to Practice
- FITT—CITP Standards of Ethical Conduct
- Business Ethics Checklist

Chapter 9: Market Research and Marketing

- Market Research: Trade Without Research = Tightrope Without a Net!
- Market Research: What and Where
- Recognizing Market Types
- Understanding the Marketing Plan
- Market Planning and the International Business Plan
- Finding the Right Mix: Elements of the Marketing Strategy
- Resources and Costs of the Marketing Activity
- Market Research and Marketing Checklist

Chapter 10: Entering and Maintaining the Market

- Market Entry: Time to Sell
- Market-Entry Options: Direct, Indirect, Investment and Strategic Alliances
- Identifying and Implementing the Right Distribution Mix: Maximizing Coverage, Minimizing Conflict
- Selling to Customers: Helping Them Make Informed Decisions
- Distribution Channel Management: Maintaining the Market
- Out of Sight, Out of Mind: The Importance of Communication

Visit www.fitt.ca/course for complete descriptions of
info@fitt.ca | 800.561.3488



Sign up now!



FITT

Forum for International
Trade Training

Global Business Environment



- Market-Entry Checklist

Chapter 11: Trade Finance

- International Trade Finance
- Managing Currencies, Managing Cash
- Elements of Trade Finance
- Trade Finance: Getting Paid
- Credit Insurance and Risk Mitigation
- Trade Finance Across the Supply Chain
- Trade Finance: Helping to Close the Deal
- Banks, ECAs and IFIs: Trade Finance the Traditional Way
- Other Sources of Trade Finance
- Technology: Trade Finance Evolves
- Project Finance, Countertrade and Other Flavours
- Trade Finance Checklist

Chapter 12: Logistics and Distribution

- Logistics: Your Competitive Advantage
- Materials Management: Reliability and Cost-Effectiveness
- Physical Distribution: Options and Strategies
- Transportation: Issues and Challenges
- Modes of Transportation: Making the Right Choice
- Advanced Logistics: New Delivery Considerations
- Incoterms: Must-Know Trade Terminology
- Documentation: Requirements and Examples
- Health and Safety: Dangerous Goods Certificate
- Security: Mitigating Risks

- Logistics and Distribution Checklist

Chapter 13: Law, Policy and Regulation

- The International Regulatory Framework
- Trade Policy: National Interest, Global Citizenship
- Law and International Trade
- Extraterritoriality
- International Security
- Rules Against Dumping and Unfair Trade Practices
- Technical Standards
- Health and Environmental Regulations
- Dispute Resolution: Negotiation, Mediation, Arbitration, Legal Action
- Law, Policy and Regulation Checklist

Chapter 14: The International Business Plan

- The Importance of the International Business Plan
- The Planning Process: Gathering the Information
- Assembling the Components of the International Business Plan
- Market Evaluation
- Export Market Penetration: Step by Step or Full Speed Ahead?
- Developing Contingency Plans and Exit Strategies
- The International Business Plan Key Points

****Each chapter also ends with related exercises and resources**

Visit www.fitt.ca/course for complete descriptions of
info@fitt.ca | 800.561.3488



Sign up now!



FITT

Forum for International
Trade Training