

FITTskills Edition 7.3 — Course Syllabus

Course: 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 is a key course in Edition 7.3 of the FITTskills Program, which has been 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 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:

PRODUCT DEVELOPMENT: From Idea to International Marketplace

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.

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:

You can begin any time. Learners must complete the course within three months of registration.

Course Format:

You have three months to work through the self-led course and complete the final assessment at your own pace. You'll receive your topic-specific textbook in eBook format. At the end of your learning, you can write the summative exam for the course.

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

Learning resources:

The course includes extensive content about products and services for a global market as an integral part of international trade. It also offers:

Products and Services for a Global Market – Course Syllabus

- 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
- Many 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 & Formative Assessments:

In addition to the sections in each unit to help you apply your learning and to 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 as long as 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

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

Products and Services for a Global Market – Course Syllabus

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.

Table of Contents: FITTskills Products and Services for a Global Market

Getting Started

Forward

Features

Course/Module Learning Outcomes

The Modular Approach

Reflect on Your Experience

Cross-Modular References

Apply Your Learning

Extended Learning

Recommended Resources

Background: Products and Services for a Global Market

Organization of Text

Course Learning Outcomes

Module—Product Development: From Idea to International Marketplace

Introduction

Module Learning Outcomes

Reflect on Your Experience

Unit 1: Product Development and Adaptation

Why Is This Important?

Defining the Product Development and Adaptation Process

Reasons for Product Development and Adaptation

The Stages of Product Development and Product Adaptation

Developing New Products

Adapting Products

Customizing Products

The Service-Product Relationship

Managing Disruptive Technologies

Apply Your Learning

Extended Learning

Unit 2: Regulatory Compliance

Why Is This Important?

Regulatory Compliance

Regulatory Compliance Practices

Apply Your Learning

Extended Learning

Unit 3: Intellectual Property Protection

Why Is This Important?

Types of Intellectual Property Protection

Mitigating Intellectual Property Risk

Trends in Intellectual Property Protection

Intellectual Property Infringement

Apply Your Learning

Extended Learning

Unit 4: Product Liability

Why Is This Important?

Product Liability and Responsibility

Recognizing the International Scale of Product Liability

Managing Liability and Damages

Mitigating Product Liability

Apply Your Learning

Extended Learning

Module Summary

Final Check

Recommended Resources

Glossary

Notes

Module—Service Development: International Trade in Services

Introduction

Module Learning Outcomes

Reflect on Your Experience

Unit 1: Service Development Factors

Why Is This Important?

Types of Services

The Service-Product Relationship

Service Delivery Modes

Regulations

Market Research

Intellectual Property Protection

Apply Your Learning

Extended Learning

Unit 2: Service Development and Design

Why Is This Important?

Service Characteristics

Reasons for Service Development

Service Development Process

Operational Strategies and Performance Indicators

Service Features

Service Adaptation and Customization

Standardized Services

Disruptive Innovation

Preparing a Service Description

Strategic Alliances

Responding to Requests for Proposals

Relationship Marketing

Developing a Plan

Apply Your Learning

Extended Learning

Module Summary

Final Check

Recommended Resources

Glossary

Notes