

FITTskills Edition 7.3 — Workshop Syllabus

Workshop: Service Development: International Trade in Services

Workshop Description:

As part of global value chain and global supply chain management, service development is a primary—if not the core—activity for organizations. This workshop explores service features and development processes for international trade in services.

Service development involves the creation of new services or customization of existing services for an export market. When developing services to be delivered across borders, the international trade aspects of services development, such as regulatory compliance (e.g. for accredited services) and intellectual property protection, must be considered.

This is the second of two workshops for the course *Products and Services for a Global Market*. These workshops focus on the production of goods and the development of services for the global market.

FITTskills Program:

The *Service Development* workshop is a key workshop 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.

Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *Service Development* workshop. 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 *Service Development* workshop 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.

Workshop Learning Outcomes:

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

1. Describe the international trade considerations and their implications when developing or adapting services for international trade, including market entry strategies and market research regarding the services.
2. Develop service offerings based on appropriate design and development processes to enable service providers to make services more useful, usable and desirable for clients.
3. Develop service offerings which establish differentiation and profitability for the organization and are compliant with regulations in the target markets.
4. Describe the characteristics and features that are integral to the development, adaptation and customization of services, and some of the challenges underlying development of services.
5. Establish service evaluation metrics to identify required or valuable adaptations and customization to services and operational changes to address customer satisfaction issues.
6. Describe the risks, current trends and mitigation strategies associated with Intellectual Property Protection when developing and adapting services for global markets.

Schedule:

You can begin any time. Learners must complete the workshop within one month of registration.

Workshop Format:

You have one month to work through the self-led workshop 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 workshop.

Registration in this workshop 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 workshop is successfully passing the exam.

Learning resources:

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

Service Development – Workshop 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
- Opportunities for extended learning at the end of each unit 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 the module. This multiple-choice quiz for the workshop 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 workshop evaluation. This is a standardized open-book exam consisting of 26 multiple choice questions. Learners must complete this exam online within two 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. 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). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

FITT Diploma in International Trade

Presented to individuals who have successfully completed all six FITTskills courses, or equivalency thereof (6 credits). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

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,

Service Development – Workshop Syllabus

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 in this workshop, 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 Service Development: International Trade in Services

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—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 Development – Workshop Syllabus

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