



Potters  
International  
College

Diploma in International Trade



## Overview

This program is designed for students with limited work experience or post-secondary business training looking for an integrated International trade training program. This 12-month program is designed for students with some work experience or post-secondary business training looking to fast track their International trade training. The coursework gives students an understanding of the activities required to manage the operations of a company in the industry.

This diploma fulfills the educational requirement of the Certified International Trade Professional (CITP) designation.

1. COMM 140 - Communications
2. FITT 205 - Products and Services for a Global Market
3. COMM210 - Intercultural Communication
4. FITT 220 - International Trade Finance
5. FITT 260 - International Sales and Marketing
6. FITT 265 - International Market Entry Strategies
7. FITT 270 - Global Value Chain
8. FITT 275 - Feasibility of International Trade
9. BUS 100 - Business Math
10. BUS 130 - Operations Management 1
11. COMM 502 - Speaking and Presenting
12. BUS 141 - Marketing 1



## CURRICULUM

### COMM 140 - Communications

This introductory communications course emphasizes the development of reading, writing, listening and speaking business communication skills at a college level. Students write for various purposes and audiences and deliver short presentations to small groups. Students research, analyze, summarize and document information. Students self and peer evaluate written documents and oral presentations. Through reading, media response and discussion exercises, students improve their communication skills. Communicating in diverse teams and across cultures is emphasized.

### FITT 205 - Products and Services for a Global Market

In the Products and Services for a Global Market course, you'll learn how to adapt and conform your products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, is key to your long-term success in any international target market.



## COMM210 - Intercultural Communication

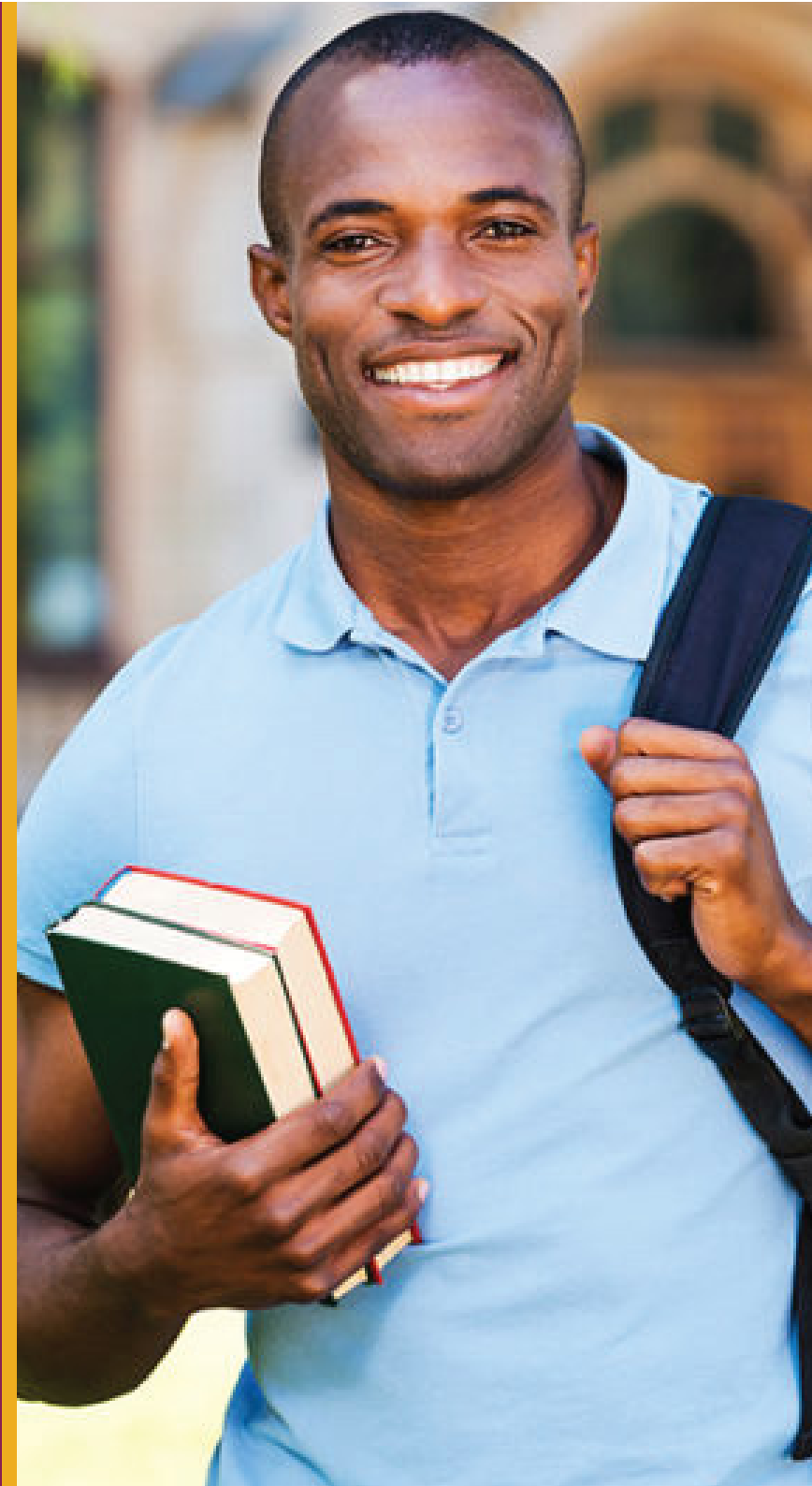
This course prepares students to meet the challenges of intercultural business communication. Success in international business requires understanding and sensitivity in order to navigate the differences one will encounter in a multicultural setting. From contrasting values and etiquette, to differences in language and non-verbal communication, students will develop the awareness and skills to transcend such differences within a multicultural environment, both international and domestic. Through assignments, readings and in-class discussion, students will gain the practical knowledge and skills for a variety of communication-based tasks, from cross-cultural negotiation to effective business correspondence.

## FITT 220 - International Trade Finance

The course International Trade Finance centres on the strategies and knowledge required for a successful international trade transaction. To be successful in international trade, organizations need to optimize payment options, risk mitigation strategies, use of financial tools, contracts and effective cash flow management. The course also covers techniques and plans to resolve disputes should they arise.

## FITT 260 - International Sales and Marketing

The International Sales and Marketing course emphasizes marketing as key in ensuring an organization's product or service is seen to fit the needs and interests of an international target market. While marketing can create the demand, an effective sales strategy is essential to profit from this demand. This course details considerations an organization must make when promoting and selling products and or services beyond its domestic borders.



## FITT 265 - International Market Entry Strategie

The course International Market Entry Strategies 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.

## FITT 270 - Global Value Chain

The Global Value Chain course examines aspects of the primary activities of Distribution and Inventory Management, and the supporting activities of Document Management and Procurement, which are integral to international trade logistics. Doing business in/with foreign markets requires consideration of different regulatory, financial, geographical, cultural and consumer requirements

## FITT 275 - Feasibility of International Trade

The course Feasibility of International Trade examines the critical steps and decisions needed to determine the feasibility of potential international trade initiatives. Market research, analysis of organizational readiness, cost analysis, and risk analysis are all required in order to decide if a concept fits with a company's strategic direction and improves the bottom line of an organization. Risk analysis then leads to the development of strategies to mitigate identified risks.



## BUS 100 - Business Math

This is a fundamental course in business mathematics. Topics covered include mathematics of merchandising, simple interest, compound interest, annuities, loan amortization, and cost-volume-profit analysis. This course is designed to encourage students to develop mathematical skills and abilities by applying them to common business situations. Regardless of his or her prior math experiences, this course will enhance the learner's ability to use mathematics to solve problems and make sound decisions from both a career and personal perspective.

## BUS 130 - Operations Management 1

This course introduces the learner to the operations management profession. An operations manager is concerned with the planning, decision-making and actions required to produce and deliver the organization's goods and/or services, as opposed to marketing its products, managing its human resources or accounting for its finances. Operations managers work in virtually all enterprises – manufacturing, service, government, for-profit and not-for-profit. Operations managers work in many parts of the organization, including Purchasing and Supply Chain, Inventory Management, Quality Management, Scheduling, Transportation and Logistics, and Front-line Supervision to name a few.

## BUS 141 - Marketing 1

You'll learn how to adapt and conform your products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, is key to your long-term success in any international target market.



## COMM 502 - Speaking and Presenting

Speaking and presenting will help students in every phase of their careers from the first interview when they have to respond to questions, to the middle years when they have to represent their companies on the telephone or in face to face interactions with clients, to later in their careers when they have to make speeches in front of hundreds of people. The purpose of this course is to help the student sharpen presentation skills, both informal and formal. It will also teach techniques to build self-confidence when placed in front of a crowd.



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