

Course Description

FITTSkills International Trade Management provides an introduction to the issues, strategies and techniques that are essential to the management of companies operating in a global economy. Technological, economic and political changes have created a new, increasingly integrated, rapidly changing and highly competitive international environment. Such conditions require diverse and adaptable skills from those who direct the fortunes of today's firms.

This course starts by reviewing the major trends shaping the international environment and setting out the challenges these pose for managers. Within this context, the course shows how managers can identify and pursue new sources of competitive advantage and it reviews how managers can articulate a corporate vision and global strategy, and then how they can implement it through the development of a detailed business plan.

Faced with complex tasks and kaleidoscopic change, managers use a variety of organizational structures, adapting and adjusting them as required. They also forge a wide array of supplier arrangements, partnerships and alliances to ensure that the company always has access to the expertise it needs to prosper.

Managers carry out their responsibilities by applying elements of a skill set that includes the ability to mitigate risk, supervise finances and direct innovation, three prerequisites of corporate success. In addressing these skills, the course also reviews some of the tools that are available to managers to strengthen their oversight, extend their reach and improve their control over the organizations that they direct.

Finally, this course recognizes that international trade management is set within a cross-cultural context in which it is essential to understand and accommodate cultural nuances. Managers need the ability to transcend national borders as well as the barriers of language, custom and social practice in order to work effectively with suppliers, staff and clients. The last sections of the course deal with the manager as cross-cultural communicator and leader.

After completing the course and the in-depth accompanying business plan, you will have acquired a solid understanding of the way managers function in the international economy. You will be familiar with the models and techniques associated with preparation of an international business plan that can guide expansion, market entry or product innovation in an international context. You will also be able to enhance this plan with appropriate techniques for structuring the organization, deploying resources and developing strategies that can keep the company competitive in a challenging environment.

Whatever your objective is in attending this course—to acquire general information, to work toward a diploma as a Certified International Trade Professional (CITP), to advance your career, or to expand your international business linkages—your investment of time and effort will be worthwhile. It will help you to develop the perspectives and the skills that are essential to achieving success as an international trade manager.