

eBSI **Course Prospectus International**

International Trade Specialist Accreditation Programme

Who Are We?

The electronic Business School of Ireland (eBSI) specialises in the delivery of accredited e-learning programmes in the specialist subjects of **International Trade and E-Business**. eBSI is the one and only educational institution which is accredited to deliver the **International Trade Specialist Accreditation Programme**.

Based on advanced **e-learning technologies**, eBSI courses are delivered on multimedia CD ROMs and supported by online tutorials and an Internet based **Online Campus technology** which allows ITS participants and Learning Guides to collaborate and share **learning activities**.



**ITS Graduates and Management at 2002 IITI Graduation Ceremony
University College Dublin**

ITS ACCREDITATION

The International Trade Specialist Accreditation is a **distance e-learning** programme that enables participants to achieve practical international trade skills and knowledge leading to an **accredited certification** from the **electronic Business School of Ireland**.

The ITS Programme has these **key benefits**:

- ITS participants obtain a thorough practical knowledge in the core areas of International Trade.
- ITS participants can network and interact online with a peer group of professionals from related sectors in many different countries.
- ITS participants interact with International Trade Specialist Advisors on specific technical issues related to their work.
- ITS participants are supported by Learning Guides who are acknowledged international experts in their specialist subjects.
- All this interaction between fellow ITS participants, ITS Graduates, Learning Guides and Specialist Advisors results in a network pooling of practical knowledge and experience through the Online Campus learning community.
- ITS distance learning enables participants to study at their own pace and in their own time.
- The preparation of an Industry Trade Study during the programme enables the practical application of knowledge acquired on participants' individual business issues from early in the programme.
- Within a short period of one academic year ITS participants gain **a professional qualification** which will greatly advance your expertise and knowledge and further enhance your professional marketability in **an ever increasingly competitive trading and employment environment**.
- ITS Graduates may use the designation **"ITS"** in professional correspondence.



ITS Designation

COURSE PARTICIPANT PROFILE

This programme is perfect for staff in **Small to Medium Sized Companies (SME's)** who are new to export. The network driven approach with inputs from leading International Trade Specialist Advisors also makes the **ITS** ideal for **Large Expanding Export Companies (LEEC's)**. The **ITS** provides successful graduates with a thorough grounding in the key areas of International Trade. Previous participants have included professionals from banks, trading companies, shipping companies, manufacturers, service providers, customs brokers, multinationals and legal advisors. Simply speaking, this programme will benefit all those who work or wish to work in the exciting, yet demanding, area of International Trade.



ENTRY REQUIREMENTS

The **ITS** is open to professionals working in the area of International Trade and to motivated individuals who wish to work in this exciting area. Ideally, participants should hold a certificate level business related qualification achieved in a post-second level educational institution. Exceptions to these requirements may be accepted onto the **ITS** at the discretion of the **Educational Board of the eBSI** and formal submission of curriculum vitae and possibly other documentation.

COURSE MATERIALS



Course materials are delivered by way of **4 structured multimedia training CD-ROMs**, one for each subject of the **ITS**. Each CD Rom includes many interactive and exploratory sequences, with pop-up explanations, diagrams, graphic simulations, animations, illustrative pictures, audio commentaries, useful practical tips and articles of interest. The CD-ROMs contain over 160 hours of engaging interactive and enjoyable learning.

The structured course materials are supported by extensive online support through our **Online Campus technology**.

COMPUTER REQUIREMENTS

CD-Roms are suitable to run on PCs that have the following **minimum requirements**:
Windows 95+/NT/XP,
Pentium II, 64 MB RAM,
Internet Explorer 5.0, 100 MB free disc space.



ITS PROGRAMME CONTENT

Export Market Entry Strategy

Learn the key steps to successfully enter a new foreign market! This training programme is ideal for experienced exporters as well as those new to export who wish to expand their business activities to new foreign export markets. This course offers a real and practical vision of International Export Marketing. The basic marketing concepts are explored (the 4 P's, market research, segmentation, the marketing plan, its implementation) as they are applied to International Trade by leading world trade organisations. The course analyses how the image of a particular country may influence its exports. Practical case studies and simulations are extensively used as the participant advances in the development of an Export Market Entry Strategy implementation plan.



Export Market Entry Strategy – Core Contents

- **Basic marketing concepts (marketing mix, marketing plan)**
- **Market research**
- **International product policies**
- **International pricing policies**
- **International distribution policies**
- **International promotion policies**
- **Market segmentation techniques**
- **Country image and intercultural management**
- **International trade fairs and business trips: useful tips on how to make most of it**
- **Direct/indirect exports**
- **The export department**



Trade and Customs Practice

Your Export Market Entry Strategy has been successful. **You have received an order from a foreign buyer, but what to do next?** This module will take you through the whole export process from signing a contract to taking your goods through customs, preparing quotations, export documents, shipping instructions, packaging and logistics control. The course will provide participants with the thorough grounding in all aspects of import and export, both within the European Union and outside. The impact of regional agreements (Euro Zone, Mercosur, NAFTA, ASEAN) as well as the influence of the WTO negotiations and WTO accession will also be examined. Other world organisations will be analysed in this module with online links provided in most cases. This is an essential module for staff working on the operational front line of exporting or those who need to understand the process within a governmental institution.



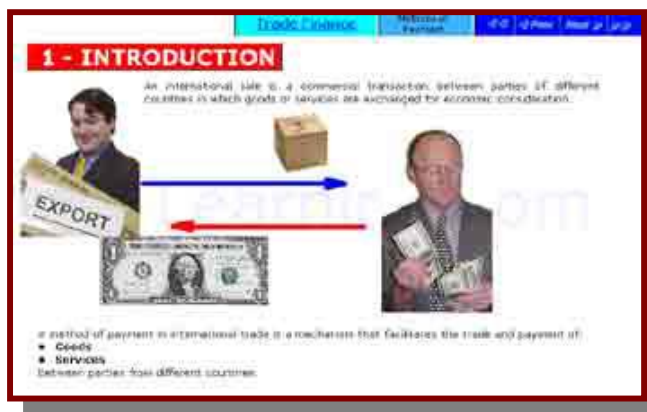
Trade and Customs Practice – Core Contents

- International trade development and
- Overview of International Trade Organisations
- Trade Agreements and World Trade Organisation accession
- International contracts of sale
- International modes of transport and their characteristics
- Shipping and logistics
- Goods packaging for export/import
- Incoterms 2000
- EU customs procedures
- Importing into/exporting from the European Union
- International trade documentation (Single Administrative Document, invoices, packing lists, documents of origin, transport documents, insurance documents, health certificates, etc.)



Finance of International Trade

The market has been entered successfully, with evident demand for your product. The goods have been shipped in a safe, cost effective and efficient manner. **But what about payment from distant markets, with different laws and different business practices?** This module covers all aspects related to financing an export transaction and obtaining payment. Participants will examine how to receive and effect payment for international contracts of sale. The selection of the most suitable method of payment is a key factor of a successful export sale and these are examined in detail from advance payment and documentary collections through to documentary credits. The most common export finance from factoring and invoice discounting through to forfaiting are explained in an interactive manner. The unit on bonds and guarantees provides a well rounded coverage of this essential issue for serious practitioners.



Finance of International Trade - Core Contents

- Overview of methods of payment
- Documentary collections
- Uniform Rules (URC 522)
- Bills of exchange
- Discounting
- Documentary credits
- Uniform Customs and Practices (UCP 400)
- Bonds and guarantees
- Forfaiting, factoring, invoice discounting
- EBRD Trade Facilitation Programme



E-Business for International Trade

Electronic commerce gives companies the possibility to gain exceptional efficiency in their international trade operations and provides opportunity to sell their products and services in new and emerging markets. The Internet and related tools help companies to establish a new relationship with clients and suppliers, to reduce costs, design new distribution strategies. Many issues have to be dealt with if a company decides to go online and establish itself with a digital presence. However, in order to do this, a detailed knowledge of the fundamentals of e-business is required.



The screenshot shows a slide from an eBusiness Course. The title is "1- INTRODUCTION" and the main heading is "eBusiness is Digital Business". The text explains that electronic commerce is a new way of doing business, often referred to as "Digital Commerce". It notes that the word "digital" better describes this phenomenon, and the concept "electronic" was coined in the 1970s and 1980s. The slide also mentions that the term "e-commerce" does not adequately describe the phenomenon, and the most appropriate term is "eBusiness". A diagram at the bottom right shows "eBusiness" in a large blue oval and "eCommerce" in a smaller yellow oval inside it. The slide is part of a presentation titled "eBUSINESS COURSE" and "Fundamentals of Distribution".

E-Business for International Trade - Core Contents

- **Fundamentals of digitisation, the digital economy**
- **E-commerce: from traditional business to e-business**
- **E-business implementation**
- **E-entrepreneur**
- **E-marketing**
- **Branding and positioning in the digital world**
- **Internet pricing policies**
- **E-product**
- **E-distribution and e-logistics**
- **E-promotion**
- **Search engine registration**
- **Online customers, buying habits analysis**
- **Online shops**
- **E-security**
- **E-business planning and strategy**

Participants can enrol for any of the four above mentioned modules separately, to match their training needs and pace of study. These modules are classed as **Modularised Professional Courses** and gain full credit towards the **ITS Accreditation**.



COURSE ACCREDITATION

On successful completion of the course, students are awarded the **International Trade Specialist Accreditation** by the **electronic Business School of Ireland**. Graduates are authorised to use the designation **"ITS"** in their professional correspondence. Furthermore, they will join an international group of **eBSI Alumni**, which will allow for significant international networking and development possibilities.



ACCREDITATION UNDER THE ITS PROGRAMME

In addition to formal accreditation by the eBusiness School of Ireland, you can choose to be accredited by the following institutions:

- **The Institute of International Trade of Ireland**
- **The Institute of Export, UK**

The Institute of International Trade of Ireland (IITI)

This type of accreditation is normally offered to ITS participants based in Ireland because it involves sitting formal examinations with the IITI. However, participants from other countries can choose this accreditation as well, if they are willing to travel to Ireland to sit their formal examinations.

1. How is the IITI accreditation recognised?

The IITI qualifications are recognised on both national (in Ireland) and international level (through IITI's membership in the International Association of Trade Training Organisations).

2. What are the benefits of IITI Membership?

The Economic Benefits to You as a Member:

- Professional Recognition MIITI (Member The Institute of International Trade of Ireland);

- Free or Discounted Admission to all IITI or IEA seminars/conferences and other events;
- Free or Discounted Export Training Courses;
- Industry Relevant Topics;
- Free Bi-monthly newsletter – The Irish Exporter;
- Free copies of IITI publications and research;
- Free publications of international trade research from international organisations, United Nations Centre for Trade and Development, World Trade Organisation, International Chamber of Commerce.

The Commercial Benefits to You as a Member:

- An international trade & exporting support and development programme;
- A source of information, advice and reference centre on Irish and International Trade & exporting issues (new trends, transport issues, international trade finance developments, customs concerns, etc);
- Code of Practice, which reflects the Total Quality Philosophy of the exporting profession in Ireland;
- Recognition at an international level as a member of the International Association of Trade Training Organisations (IATTO).

The Future Benefits for you as an MIITI:

- A new membership area on the IITI website;
- Ability to view seminar presentations in the member's only area of the Website within days of the event;
- Trade Workshops designed to focus on industry topics of relevance to members;
- Further training: the IITI provide short and long courses in specific areas of international trade such as Customs Compliance, Letters of Credit and the Movement of Dangerous Goods through IITI accredited skillshops.

3. What are the options of further studies with the IITI?

After you complete the ITS Programme and get accredited by the IITI, you can proceed to study IITI's Diploma programmes:

- **The Diploma in International Trade and e-Business** – ITS graduates will get exemptions on the subjects they have studied on the ITS Programme.
- **The Professional Diploma in Global Trade and e-Business** - ITS graduates will get exemptions on the subjects they have studied on the ITS Programme.

4. What do I need to do in order to receive IITI accreditation?

Please advise your ITS Programme Coordinator that you wish to be accredited by the IITI. At the end of the ITS programme, you will sit formal examinations with the IITI.

5. How much does it cost to get accredited by the IITI?

The fees of **280 EUR** include the following:

- student membership with the IITI;
- examination fees for the four ITS subjects;
- project evaluation.

All fees are payable to the eBusiness School of Ireland.

6. How do I receive my ITS qualification accredited by the IITI?

Each year in October the Institute of International Trade holds a Conferral Ceremony. You will be awarded the ITS qualification and receive the ITS certificate at this ceremony. You will receive an invitation to attend with the details of time and venue.

7. Where can I get further information about the IITI accreditation?

For further information please visit the IITI website at <http://www.irishexporters.ie/index3.html> or contact your ITS Programme Coordinator.

Institute of Export (IoE), United Kingdom

The Institute of Export of the United Kingdom is one of the oldest and most prestigious export training organisations in the world.

1. How is the IoE accreditation recognised?

The IoE qualifications are recognised on both national (in the UK, NVQ level 4-5) and international level (founding member of the International Association of Trade Training Organisations, IATTO).

On the basis of their ITS certificate of eBSI, ITS graduates receive the **Advanced Certificate in International Trade (ACIT)** and exemption from the **International Logistics & Purchasing Module** of the **Diploma in International Trade**.

2. What are the benefits of IoE Membership?

Successful ITS Graduates are eligible to become Associate Members of the Institute of Export and be awarded the **Advanced Certificate in International Trade (ACIT)** and may then proceed to study the remaining three (out of four) modules of the Diploma in International Trade in order to achieve full membership MIEX(Grad).

The IoE offer a suite of services specifically designed to meet both your business and individual needs as an exporter. Most are completely free of charge to members and the remainder are offered at preferential rates.

- Your personal bi-monthly copy of *Exporting World*, the Institute's official magazine.
- Your personal copy of the Institute's annual *Members Handbook* which contains both useful information on Members and membership together with a varied collection of articles on international trade issues.
- Privileged access to member pages on the Institute's website at www.export.org.uk.
- Access to the Institute's technical export *helpdesk* for expert advice on specific export problems and enquiries.
- Business information – a weekly electronic newsletter highlighting key international trade issues.
- International debt recovery and credit management services at preferential rates.

Expert debt recovery advice and worldwide debt collection services in partnership with Atradius.

- Discounted specialist recruitment services.
- Comprehensive translation services.
- The Member's Bookshop – preferential rates on books and publications on a wide range of international trade topics.

3. What are the options of further studies with the IoE?

The Institute of Export has formally recognised the International Trade Specialist Accreditation and agreed to grant the following exemptions to successful ITS Graduates:

- Full exemption from all units of their ***Advanced Certificate in International Trade***;
- Exemption from the International Logistics and Purchasing module of their ***Diploma in International Trade***.

4. What do I need to do in order to receive IoE accreditation?

Please advise your ITS Programme Coordinator that you wish to be accredited by the IoE). There are NO examinations involved. You will receive the Advanced Certificate in International Trade accredited by the IoE solely on the basis of your ITS certificate awarded by the eBSI.

5. How much does it cost to get accredited by the IoE?

The fees of **370 EUR** include the following:

- Exemption fees for each of the four subjects of the Advanced Certificate;
- Exemption fees for the International Logistics and Purchasing module;
- Institute of Export Associate Membership fees for 1 year;
- Administrative fees.

All fees are payable to the eBusiness School of Ireland.

6. How do I receive my ITS qualification accredited by the IoE?

You will receive the Advanced Certificate in International Trade and the certificate of Associate Membership by post.

7. Where can I get further information about the IoE accreditation?

For further information please visit the IoE website at <http://www.export.org.uk> or contact your ITS Programme Coordinator.

COURSE LEARNING GUIDES

ITS participants will be guided by **eBSI Learning Guides** throughout the entire course, providing them with help and advice whenever it is needed and monitoring their ongoing progress. Every **eBSI Learning Guide** has extensive professional international trade experience in their field and is further supported by a team of **International Trade Specialist Advisors**.



Learning Guide Tutorial Panel



International Trade Specialist Advisors

ONLINE SUPPORT SERVICES

eBSI Online Campus

ITS participants are supported by eBSI Learning Guides through the **Online Campus** developed specifically for the **ITS Accreditation**.

In the Online Campus participants can take part in discussion forums, exchange views, share their experience, post trade related queries and find additional material on the topics studied.

Participants and Learning Guides can also communicate on the Online Campus by an internal private messaging system.



ASSIGNMENTS AND ASSESSMENT ELEMENTS

The ITS success criteria are based on four assignment and assessment elements:

- ❑ **Module Evaluations,**
- ❑ **Online Guided Discussions,** and
- ❑ **Industry Trade Study**

which are individually assessed as follows:

Module Evaluations

A series of challenging interactive assignments, called **Open Exercises**, are completed during the programme to verify and benchmark the assimilation and application of knowledge within each study module.

Immediate feedback and subsequent continuous feedback is provided to participants by their Learning Guides.



Online Guided Discussions

Online guided discussions are scheduled and delivered by Learning Guides on essential International Trade topics on a regular basis.

Transcripts of all online guided discussions are archived and transmitted to all participants within the same study stream.

Industry Trade Study

For successful completion of the ITS Accreditation participants must submit an **Industry Trade Study**. This study is a professional project of 3,000-4,000 words. The topic of the paper must be International Trade related. Learning Guides will provide participants with guidelines, direction and support on writing the paper.



ITS Accreditation Continuous Assessment Methodology



The continuous assessment methodology of the **ITS Accreditation** is based on the continuous assessment of participants in the four **assignment and assessment elements**:

1. **Module Evaluation,**
2. **Online Guided Discussions,** and
3. **Industry Trade Study**

To successfully graduate from the ITS Accreditation Programme individual participants must achieve an **overall minimum of 60 points** in the continuous assessment of the **four assignment and assessment elements**.

Assessment Element	Weighting Points
1. Module Evaluation	40 points
2. Online Guided Discussions	20 points
3. Industry Trade Study	40 points
Combined Assessment Elements	100 points

Combined Assessment Element score of 60 points required to graduate.

ITS COURSE DURATION AND ENROLMENT

ITS participants undertake the study of the ITS Accreditation Programme over a period of **one academic year** and upon successful completion graduate as an **International Trade Specialist** and will be authorised to use the professional designation **"ITS"** in professional correspondence.

The ITS Programme commences every two months. Participants may enrol by telephone, fax, post or online at <http://www.ebsi.ie/enrol.html>.

ITS MODULE CALENDAR

You will find the current schedule of the ITS Accreditation on our website: <http://www.ebsi.ie/its.html>

The ITS Accreditation Programme is delivered on a **revolving modularised basis** with a **fixed term for each module** as outlined. Participants who have a specific subject-related interest may decide to take the ITS modules separately to match their training needs and pace of study. These modules are classed as **Modularised Professional Courses (MPC's)** and have full academic credit towards the ITS Accreditation Programme.

COURSE FEES

The investment of **1,480 EUR** covers registration fees with eBSI, all interactive multimedia course materials, online tutor module guidance and direction throughout the programme and access to the Online Campus.

Payments may be effected by cheque, credit card, bank draft and money order or bank transfer. Installment arrangements can also be facilitated in most instances.

Participants from emerging markets can apply for up to **50%** finance towards their course fees under the **Emerging Markets Grant Scheme (EMGS)**. Please contact us for details.

FURTHER INFORMATION

Further information on the programme can be obtained by contacting the electronic Business School of Ireland (see "Contact Us" below) or by visiting the eBSI website at <http://www.ebsi.ie>.

CONTACT US

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