

FITT Educational Partnership Opportunities



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Introduction

International trade is infinitely more complex than it was in the past. Rather than simple trading arrangements, industry now navigates a complex global system in which goods, information, services—and services related to goods—are traded back and forth across many borders along global value chains. The demand for qualified, multi-disciplined international trade professionals has been increasing steadily, yet FITT’s global trade research indicates there are critical skill gaps in all aspects of integrative trade across industrial sectors. There is a real imperative for broad-based, adaptive and strategic competency development to support businesses involved in, or planning to be involved in, accessing global markets.

Together we can fill that need and position your graduates for an exciting world of international business opportunities.

FITT builds upon your program, bringing a strong, international reputation and a world of connections to your School of Business. FITT is recognized as the leading expert for developing global trade competencies, and has access to a rich corporate network and alliances with prominent and influential trade organisations in Canada and around the world. Through FITT:

- Align your institution with a world leader in international trade certification and accreditation
- Accredite your international business program through FITT, or
 - Begin offering a world-class international business program using FITT’s turn-key FITTskills program
- Business school graduates’ resumes are stronger with a *combination* of your academic credentials, advance standing towards the CITP® | FIBP® designation, and other FITT credentials
- Access student and instructor resources, designed by-business-for-business, to augment your international business program
- Leverage FITT’s *International Trade Competency Framework* to enhance your international business programs to the needs of business
- Maximize our partnership to build strong connections with industry

FITT adds insight, effectiveness and prestige to international business programs, as well as real, practical value for your graduates.

Forum for International Trade Training

Founded as a Not-for-Profit organization in 1992 through a joint private-public sector initiative the Forum for International Trade Training's (FITT) core purpose is to build competence to succeed in global business. To meet this core purpose, the main activities FITT undertakes are:



- Defining competency standards for international trade practitioners
- Developing and maintaining a certification system for international trade practitioners
- Developing and maintaining an accreditation system for post-secondary educational institutions
- Developing, delivering and promoting international trade competency standards, training and other enabling knowledge, skill and ability-building products and services

FITT's Competency Development Process

Since 1993 FITT has been developing competency standards for international trade practitioners. Today, these standards are used by post-secondary institutions, students, and business professionals to ensure the knowledge and skills being developed are reflective of industry needs. FITT standards are embodied in its *International Trade Competency Framework*.

The FITT International Trade Competency Framework

FITT's *International Trade Competency Framework* is the first of its kind in international trade, bringing enhanced coherence and depth to the skills and knowledge required of international trade practitioners. Further, the Framework takes social, economic, and political trends into account, in order to be responsive to new and emergent skill demands of companies involved in, or planning to be involved in, global business growth.

Focused on the needs and priorities of business, the Framework was designed by international business practitioners for the purpose of defining exactly what skills and knowledge an individual should have in order to work in international trade. It further defines the level at which these skills and knowledge need to be applied. It builds upon previous industry-led studies undertaken by FITT, and has been benchmarked against accepted standards of practice form around the world.

Defining the FITT International Trade Competency Framework

A Competency Framework is a collection of competencies, or groups of skills and knowledge, that are required for successful performance in a given role or roles. The Framework further differentiates between superior and average performance, or between effective and ineffective performers. The

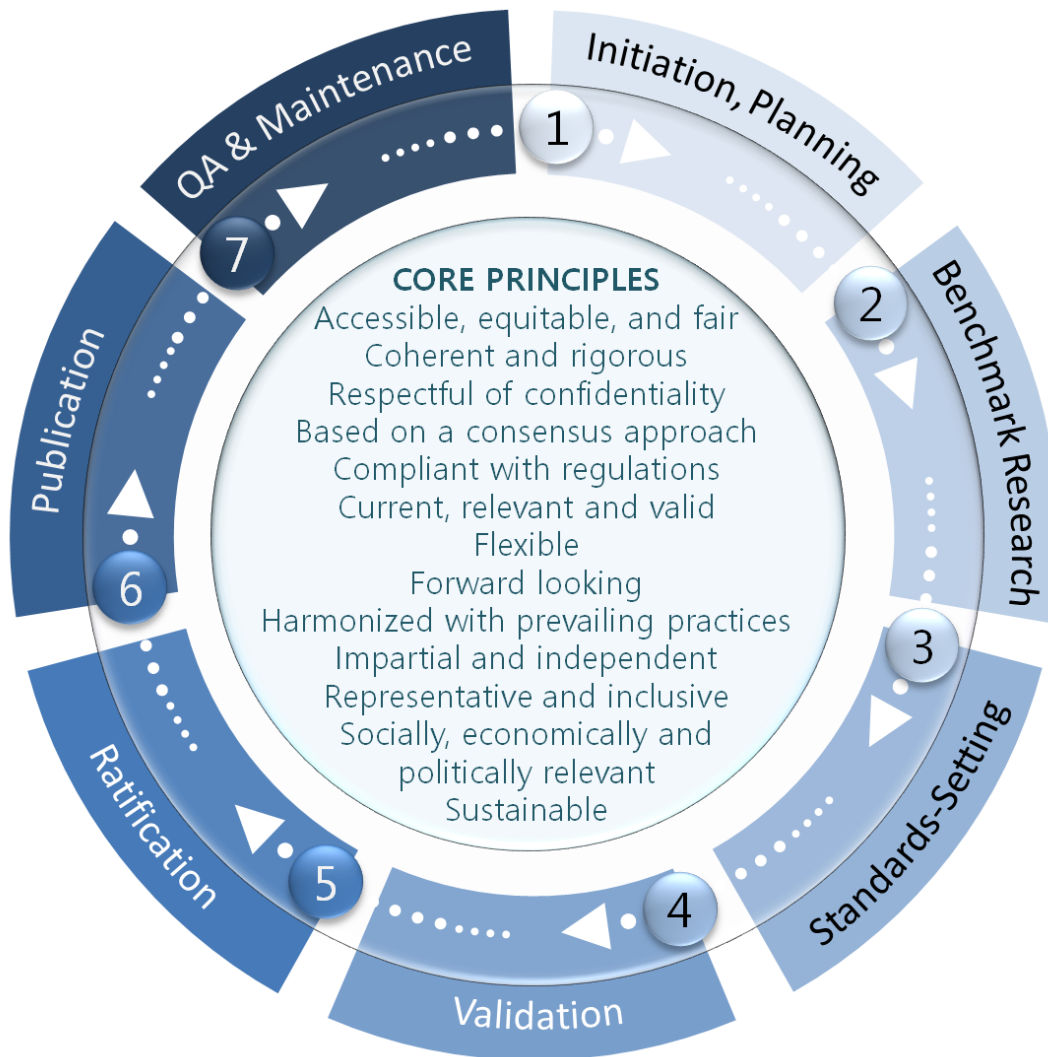
competencies contained in the FITT *International Trade Competency Framework* are benchmarked at the *fully proficient* level rather than entry-to-practice. Generally, this means the standards describe expectations that match with practitioners that have a depth of practical experience, such as 3 – 5 years, in a broad range of international trade work contexts.

The FITT *International Trade Competency Framework* contains a comprehensive library of competencies associated with the field of practice for international trade, and takes into account varying types of work environments, levels of complexity, and job types. The aim in developing the model was to create the first comprehensive international competency framework for trade practitioners that was dynamic and sufficiently flexible, in order to respond to new and emergent demands. With this in mind, when developing the Framework FITT ensured it would be:

- **Practical, accessible and simple to understand**, containing familiar language and terms understood by trade practitioners.
- **Future-oriented and flexible.**
- **Sustainable** - designed to be easily maintained.
- **Globally relevant** and benchmarked against global practice.
- **Scalable and able to integrate tools and resources** to support a broad range of practice for individuals and institutions (industry associations, employers, academic institutions).
- **Designed and led by expert trade practitioners who could define the needs; with significant and meaningful stakeholder engagement.**
- **Inclusive of competencies for individual efforts and for work functions that require team collaboration.**

A Market-Driven Approach Using a Rigorous Research Model

The framework was created using a rigorous social research model that included primary and secondary data sources. A core tenet of the methodology was the extensive consultation with international trade subject matter experts. In addition, 15 core principles guided all phases of the framework development, an integral part to the *standards-setting* methodology used. The research phases and core principles are outlined in the diagram below.



A Peek of FITT's International Trade Competency Framework

The FITT International Trade Competency Framework contains 15 major competency categories and 35 task/skill areas, containing a total of a 121 competency elements (subcategories).

The 15 Major Competency Categories



Each of the 15 major competency categories noted above contain explicit and detailed information that define the expected standard of a fully proficient international trade practitioner. The competencies apply to different occupations or areas of responsibility, including frontline/production or administrative roles, supervisory or midlevel managers, and directors or executive positions.

The competencies were **designed by business, for business**, and therefore are focused on business priorities. They apply to any individual working in international trade, regardless of what country they live and work in, and they apply to all types of international trade practices taking into account import and export and the trade of products, raw materials and services.

These business-centric competencies are forward-looking and aim to prepare people for practice into 2020. They are NOT simply a statement of current practice or the embodiment of how people function today, and they can be linked to industrial sectors, occupations and/or professions that serve international trade practices, e.g. customs brokers, supply chain managers, freight forwarders, etc.

Please see Appendix A to see an example of what an international trade competency looks like.

FITT's Competency-Based Credentials

FITT credentials include a professional designation for international trade practitioners, the **Certified International Trade Professional (CITP)**; and, two educational credentials, the FITT Certificate and Diploma outlined as follows:

The FITT Certified International Trade Professional (CITP® | FIBP®)¹

The FITT **Certified International Trade Professional (CITP® | FIBP®)** designation is a global Professional Certification recognized by trade specialists worldwide. Informed by FITT's competency standards, outlined in the *International Trade Competency Framework*, the credential is the world's most current and comprehensive professional designation for trade practitioners.



¹ The CITP® designation is trademarked as FIBP® (FITT International Business Professional®) in the United States and Europe. These two appellations represent the exact same designation.

As the Certifying Body for the CITP® | FIBP® designation FITT follows accepted principles and practices for the planning, development, implementation, and maintenance of professional certifications. Standard characteristics that are commonly associated with a profession are embodied in the CITP® | FIBP® and include having in place:

- Competency and occupational standards, and the ability to update and maintain the standards
- Formal education and training programs
- An ability to accredit other training programs as meeting the standards of the profession
- A governance structure
- A code of ethics
- A recognition program
- A credential renewal process, including ongoing professional requirements

The CITP® | FIBP® stands as a symbol of competency and credibility for global business practitioners. It displays a thorough grasp of international trade processes, an individual's commitment to global trade, as well as their dedication to ethical business practices and ongoing professional development. The CITP® | FIBP® holder has demonstrated they have achieved the core competencies relevant to international business through skills and knowledge acquisition and industry experience. The CITP® | FIBP® designation promotes the advancement of international business professionals working in a wide variety of roles and organizations by recognizing their high levels of skill and experience within international trade.

While the CITP® | FIBP® designation officially recognizes the level of professional competency of individual international trade professionals, the standards it embodies brings a new level of accountability and increased recognition to the skills and knowledge required for success in the industry as a whole.

CITP® | FIBP® Application Process

All CITP® | FIBP® candidates must apply directly to FITT to ensure they meet the required criteria to achieve the professional designation. The educational requirement for holders of the CITP® | FIBP® is the FITT Diploma; in addition, candidates are required to: have achieved their practical work experience requirement (at least one full year); have endorsed the CITP® | FIBP® Standards of Ethical Conduct; have committed to ongoing professional development in the discipline of international business; and, have paid their annual CITP® | FIBP® dues.

FITT Educational Credentials

FITT confers to qualifying candidates two educational credentials: the FITT Certificate and the FITT Diploma. Each is achieved based on the following criteria:

FITT Certificate in International Trade

Presented to individuals who have successfully completed any three² **FITTskills** courses (or equivalency thereof).

FITT Diploma in International Trade

Presented to individuals who have successfully completed all six **FITTskills** courses (or equivalency thereof).

Educational Credential Assessments

Each of the six **FITTskills** courses has an accompanying assessment. The assessments are available in multiple-choice format and are taken online. FITT accepts projects in lieu of the multiple-choice exam for three of the six courses.

About the FITTskills Program

The FITTskills Program is a full suite of six multi-disciplinary international business courses that build trade readiness for today's complex, integrated world of commerce. FITTskills courses can be delivered as a series, individually or incorporated into an existing business programs of study.

Using the International Trade Competency Framework as the foundation to inform the FITTskills program content, FITT is launching the 7th Edition of FITTskills in January 2017. The program is designed and developed by international trade practitioners who are experts in their field; meet the standards of excellence in the field of international trade; and, address essential topics within the context of global trade. The FITTskills content is international in scope, applying to individuals working and/or studying in international trade regardless of what country they reside in.



"...trade happens between people, not between countries. It doesn't matter how good the trade agreements are, how good the inter-country relationships are, or how attractive one country's goods and services may be to the people in another country; without trade-capable people, trade won't flourish."

Stephen S. Poloz, CITP
Governor of the Bank of Canada

² The FITTskills 7th edition, to be released in January 2017, consists of six courses as opposed to the 6th Edition which consists of eight courses.

The six courses are:

- Feasibility of International Trade
- International Sales and Marketing
- Development of Products and Services for an International Market
- International Market Entry Strategies
- International Trade Research
- Global Value Chains

Instructor Resources for each course include:

- Course syllabus
- eBooks
- Short answer questions
- Extended learning exercises
- Recommended resources
- Instructor guides
- Sample examination questions
- Case studies
- Etc...

Partnership Arrangements Available³

There are two primary ways educational/training organizations can partner with FITT depending on need. In brief, they are:

1) FITTskills Delivery Partner:

This partnership is a turnkey solution for post-secondary educational institutions or other educational/training organizations seeking a ready-made international business program of study. It is best applied in a continuing education or professional development scenario, or for organisations that do have an international business program of study in place.

2) Platinum Accredited Partner:

This partnership is best applied within post-secondary educational institutions that have an international business program of study in place, and are seeking accredited status with FITT thereby providing students a direct link to FITT's educational credentials.

The detailed partner options follow.



³ Pricing note: All prices quoted are for institutions based in Canada. These prices are subject to change without notification. Pricing for all items **does not include taxes or shipping** where delivery is required.



FITTskills Delivery Partner

What's involved: Using the FITTskills international trade training program, designed and developed by FITT, FITTskills Delivery Partners have direct access to the entire FITTskills program including textbooks, and a series of instructional resources including instructor guides. The FITTskills program is delivered in the classroom using FITTskills resources, and assessments. Your institution is responsible for facilities, hiring of instructors, and administering the **FITTskills** assessments. The institution sets the tuition rate and all teaching support materials, and other learning resources will be provided to you by FITT *within* the all-inclusive, per-participant price.

Benefits:

Ready to teach international business program:

- You receive a proven and ready-to-teach FITT developed curriculum as well as exams/project assessments, and instructor support materials
- FITT provides the curriculum, reducing resource development requirements at your institution
- Your students receive 2-for-1 educational credentials, that of your organization, and FITT's
- Your students can receive advanced standing toward the CITP® | FIBP® designation upon successful completion of the FITTskills assessments

Flexibility:

- FITTskills can be delivered as a series, or as an individual course depending on your needs
- Curriculum is generic providing your instructors an opportunity to focus on incorporating regional, country and/or sector specific information related to the needs of your clients

Efficiency:

- You receive a proven and ready-to-teach curriculum (eBooks) for your participants
- Instructors receive access to online instructor resources such as: instructor guides, PowerPoints, exercises, sample quizzes, business cases, etc.
- The curriculum is standards centric providing educational partners with standard training program for all participants regardless of who is teaching the course

One, all-inclusive per-participant cost:

You pay a per-participant fee of \$160.00 per course. For this single fee each participant will have access to an eBook and an exam, or project assessment, for each course.

\$1,500.00 one-time Application Fee

\$695.00 Corporate Membership Fee annually

A Simple Process: Complete the application form.



Platinum Accredited Partner

What's involved: FITT accredits a post-secondary educational program as meeting the CITP® | FIBP® Standards. FITT-accredited programs under this option are the easiest and most direct path for post-secondary educational institutions to offer true “2-for-1” credentials that are both educationally sound and industry recognized. This FITT-accredited option builds into your existing international business program of study the access for students of the FITT Certificate and Diploma thereby satisfying the educational requirements for the CITP® | FIBP® designation.

Benefits:

Institutional:

- Your international business program is recognized as meeting FITT’s standards of excellence for international trade training and education
- Your business program will gain prestige and value as a result of your affiliation with industry and the world’s highly-respected international trade credentials from FITT
- Instructors receive access to online instructor resources such as: instructor guides, PowerPoints, exercises, sample quizzes, business cases, etc.
- Alignment with FITT international business projects can enhance your ties to your local business community and/or create options for student internship placements

Student Recognition:

- Upon successful completion of the FITT-accredited program and required FITT assessment(s), students earn the FITT Diploma
- A 2-for-1 educational credential enhances students’ resumes and attests to the fact that they possess the skills and knowledge of an industry-recognized program
- Students gain advanced standing toward the CITP® | FIBP® designation, having completed the academic requirement in full
- Students receive all 6 FITTskills eBooks as support material for your program
- Students transfer credits to FITT are automatic with no additional fee
- Students have access to write either one (1) Professional Exam, or two (2) FITTskills assessments to secure their FITT educational credentials

All-inclusive per-participant cost:

An “all-in” \$425.00 per-participant fee is paid to FITT, giving your participants access to all 6 **FITTskills** eBooks, transfer of their credits to FITT, and access to write one Professional Examination OR two of the FITTskills assessments (*two online exams or two project assessments*).

\$1,500.00 one-time Program Evaluation Application Fee

\$695.00 Corporate Membership Fee annually

A Simple Process: Complete the Program Evaluation Application.

Contact

Let's work together to bring a world of trade knowledge, professional credibility and enhanced opportunities to the students and graduates of your international business program. Choose the partnership option that best works for you and your students. To discuss your next steps, please contact:

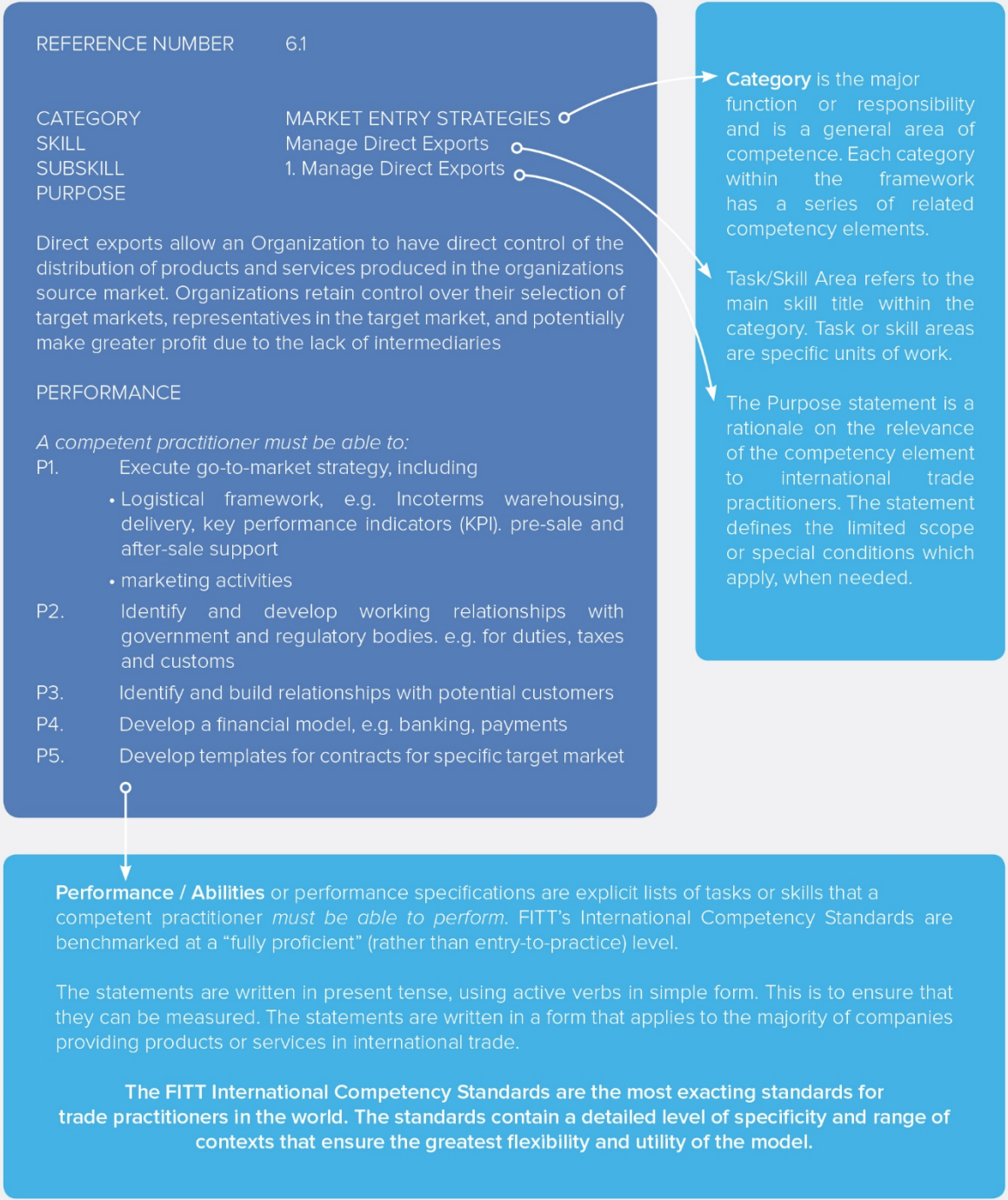
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More info about FITT please visit: www.fittfortrade.com

Appendix A:
**An Example of What an International Trade Competency
Looks Like**



KNOWLEDGE

Competent practitioners must know:

- K1. International business initiatives that organization is planning
- K2. Methods of financing
- K3. Regulatory environment in target market
- K4. Legal restrictions and government requirements
- K5. Cultural context of the target market
- K6. Economic and political status of target market
- K7. Ethical business practices

VARIABLES. RANGE OF CONTEXT

A competent practitioner may need to work with the following variables:

- V1. An international commercial term may have a different meaning when used as part of a set of domestic commercial terms governing movement of goods between regions within in the target market, e.g. different meanings for terms used in by both Incoterms and Uniform Commercial Code (UCC)

GLOSSARY

Incoterms 2010: Incoterms (International Commercial Terms) are the only internationally recognized trade terms, and are routinely referenced in contracting and trade finance, as well as being critical for resolving contractual disputes. The current edition of these Incoterms is Incoterms 2010, available on the ICC's website at www.iccwbo.org.

Key Performance Indicators (KPIs): A set of quantifiable measures that an Organization or industry uses to gauge or compare performance in terms of meeting their Strategic and operational goals. Also called "Key Success Indicators" (KSIs).

Uniform Commercial Code: a document that defines contract law for the United States as a whole. Although state law governs much commercial and corporate law, all states have adopted a form of the code facilitating the legal aspects of conducting business throughout the country.

Knowledge statements describe what a competent practitioner must know in order to perform consistently to the required standard. Knowledge statements factor in context, such as the intended pace or conditions or variables that may apply.

Knowledge may include different types: facts, concepts or theories, procedures, and meta cognition. Statements are written in a form that can be measured, with a focus on the application of knowledge and understanding.

Variables describe the range of contexts in which trade practitioners are expected to perform proficiently to the defined standard. Variables may define requirements or conditions that apply only in certain contexts or unique circumstances.

The **Glossary** contains a list of terms, concepts, or acronyms affiliated with the competency element. Each competency element also contains a Taxonomy Profile that describes the context in which the competency element applies. This includes information on the link to jobs or roles, if it applies to import and/or export activities, products and/or services.

Each competency element contains a summary of six common context ratings scales: the criticality or risk factor associated with the competency, the frequency in which the skill/task is performed or manifests, the level of complexity or difficulty associated with performing the competency, required degree of autonomy, the estimated time and conditions necessary to become proficient in the skill or task, and identification of underpinning or supporting competency elements.