

Feasibility of International Trade – Course Overview

Course Overview

The **Feasibility of International Trade** course provides the practical tools and knowledge required to evaluate whether an international trade initiative is viable. Participants learn how to research markets, assess organizational readiness, evaluate costs, and manage potential risks.

By the end of the course, participants will have the competencies required to identify promising international opportunities and make informed decisions in global trade.

Course Structure

The course is divided into three modules that represent key stages in evaluating international trade opportunities.

Module 1: Situational Analysis – Determining Current State and Opportunities for Growth

Focuses on evaluating an organization's readiness for international trade and identifying potential market opportunities.

Module 2: Cost and Pricing Analysis – Analyzing the Numbers

Examines financial considerations including cost structures, pricing strategies, and cost-benefit analysis for international trade.

Module 3: Risk Analysis and Management – Mitigating International Trade Risks

Explores risks associated with global trade and strategies to identify, analyze, and manage them effectively.

Course Learning Outcomes

Upon completion of this course, participants will be able to:

- Conduct research and analysis to determine the viability of international trade opportunities
- Assess an organization's readiness for international expansion
- Identify and evaluate potential target markets
- Perform cost-benefit analysis for international trade activities
- Identify and analyze potential risks in international initiatives
- Evaluate whether potential opportunities outweigh risks
- Develop strategies to monitor and manage international trade risks

Course Schedule

Duration: 4 Weeks

Delivery: Live online sessions

- 4 weekly sessions
- Each session is 4 hours
- Instructor-led training

After the final session, participants have **30 days** to complete the required assessment.

Course Materials & Resources

Participants will receive the **Feasibility of International Trade** textbook in eBook format prior to the course start.

Additional learning resources may include:

- Case studies
- Practice exam questions
- Applied exercises
- Instructor-led discussions

Assessment Options

Participants must complete one formal assessment within 30 days after the course ends. The option you write will be determined with your Instructor at the beginning of the course.

Option 1: Online FITTskills Examination

- Open-book exam
- 45 multiple-choice questions
- 3-hour time limit

Option 2: FITTskills Project

Participants may complete a Feasibility Research Report for a potential international trade initiative.

Grading & Certification

- Pass with Distinction: 85% or higher
- Pass: 65% – 84%
- Fail: 64% or lower

Successful completion earns a FITTskills course credit that contributes toward FITT international business credentials.