

## FITTskills Edition 7.2 — Workshop Syllabus

### Workshop: Law and Ethics: Practical Requirements for International Trade

#### Workshop Description:

When selecting a market entry strategy, an understanding of legal considerations can play a preventative role in avoiding serious issues. The foundational information provided in this workshop will enable practitioners to recognize corporate policy and legal hurdles and take immediate action, including recognizing when qualified legal counsel is required. Unfortunately, in too many cases, organizations only address legal issues when it is too late and legal ramifications have come into play.

Beyond market entry, it is also important to establish ethical practices when planning and conducting business abroad. Implementing ethical best practices is required in today's global market when themes of transnationalism and transparency have an expanding impact on business dealings. Regardless of the type of market entry strategy that organizations of any size will implement, there are key ethical issues which must be addressed. This workshop presents practical and relevant information for organizations to build and operate international trade business in an ethical and socially responsible manner.

This is the third of four workshops for the course *International Market Entry Strategies*. Each workshop explores a facet of launching a new international venture.

#### FITTskills Program:

The *Law and Ethics* workshop is a key workshop in Edition 7.2 of the FITTskills Program, which has been designed for the independent self-directed learner who is an international trade practitioner with a minimum of two to five years of experience. The FITTskills Program has been developed so that you as a practitioner can ensure you have all the competencies required to take advantage of international trade opportunities.

#### Pre-Requisites:

- It is recommended that you have the required learning from the *Feasibility of International Trade* course prior to beginning the *Law and Ethics* workshop. You can complete the course *Feasibility of International Trade* or self-assess your knowledge of its content by reviewing the learning outcomes for the course.

## Law and Ethics – Workshop Syllabus

---

- The *Law and Ethics* workshop assumes you have the necessary basic business and trade knowledge and skills needed for domestic trade, as these fundamentals are not covered in the FITTskills Program.

### Workshop Learning Outcomes:

Upon successful completion of this workshop, you will be able to:

1. Describe the relevant legal environment related to international market entry and the factors that can restrict or support international trade ventures, including international, national and regional laws and regulations, international treaties, international business governing organizations, and domestic and international legal and court systems.
2. Ensure that international entry strategies for exporting, importing or directly investing in a foreign market will meet the domestic and international legal requirements.
3. Employ professional legal counsel and regulatory assistance as appropriate to ensure maximum risk identification and mitigation in international markets when involved in negotiating, contracting, and direct foreign investment and other situations involving legal or regulatory compliance.
4. Describe elements of binding contracts that outline the rights, obligations and considerations of the parties involved in international transactions and how good contracts can assist with risk mitigation and future business disputes.
5. Ensure protection of intellectual property rights in the international market.
6. Establish and document a corporate code of ethics related to international trade and identify possible components of a global ethics policy.
7. Implement codes of ethics for international trade and develop processes for monitoring compliance and rectifying issues among employees, partners, suppliers and distributors.
8. Develop strategies that follow best practices and incorporate ethical principles and decision making in foreign market entry ventures.

### Schedule:

You can begin any time. Learners must complete the workshop within one month of registration.

### Workshop Format:

You have one month to work through the self-led workshop and complete the final assessment at your own pace. You'll receive your topic-specific textbook in eBook format. At the end of your learning, you can write the summative exam for the workshop.

Registration in this workshop provides you with access to additional learning resources, such as guiding notes, case studies, sample exam questions and the answers to the exercises in the textbook. These additional resources provide you with an opportunity to apply your learning and verify your progress. Although access to these resources are provided, the only requirement to complete the workshop is successfully passing the exam.

### Learning resources:

The workshop includes extensive content about international market entry strategies as an integral part of international trade. It also offers:

- An initial checklist for you to 'Reflect on Your Experience' to help you decide which sections you need to spend most time on, and where you may have previous learning
- Case examples that demonstrate innovative and good business practices, global examples and lessons from the field
- Many sample documents to illustrate requirements and good practice within the global value chain
- Sections that help you to consolidate and apply your learning at the end of each unit
- Opportunities for extended learning at the end of each unit to broaden the scope of your application, and to help you relate the learning to specific situations
- A list of 'Recommended Resources' for additional reading and learning on the topics

### Assignments & Formative Assessments:

In addition to the sections in each unit to help you apply your learning and to extend your learning to various situations, there is a Final Check at the end of the module. This multiple-choice quiz for the workshop provides sample questions and answers for you to prepare for the summative exam. These questions have also been provided as an interactive quiz on the learning platform.

### Summative/Final Assessment:

Once you are ready, you can write the workshop evaluation. This is a standardized open-book exam consisting of 15 multiple choice questions. Learners must complete this exam online within two hours. You can write your exam at any time as long as it is done before the deadline.

To access the examination:

1. Go to [www.FITTforTrade.com](http://www.FITTforTrade.com)
2. Under SIGN IN, enter your FITT ID and password
3. Click the **FITT Students** menu (left-vertical menu), then **Online Exam Centre** and then **Login now to begin your exam**—this will redirect you to the online exam center

A credit is awarded when learners achieve a ‘pass’ or ‘pass with distinction’ grade on the exam. These credits count towards obtaining FITT business credentials.

Pass with Distinction	PWD	85% or higher
Pass	P	65%-84%
Fail	F	64% or less

### FITT Educational and Professional Credentials:

FITT offers three international business credentials based on the global trade competencies acquired through the FITTskills Program. The credentials are proof of an individual’s level of knowledge and expertise in global trade. Each is achieved based on the following criteria:

#### FITT Certificate in International Trade

Presented to individuals who have successfully completed any three FITTskills courses, or equivalency thereof (3 credits). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

#### FITT Diploma in International Trade

Presented to individuals who have successfully completed all six FITTskills courses, or equivalency thereof (6 credits). *Note: Successful completion of a workshop will earn learners a partial credit towards the course the workshop derives from.*

**Certified International Trade Professional (CITP®|FIBP®) designation** can be applied for by individuals who have:

- Earned their FITT Diploma
- Achieved FITT’s practical work experience requirement of at least one full year

- Endorsed the CITP® | FIBP® Standards of Ethical Conduct
- Committed to ongoing professional development in the discipline of international business

### Policies:

1. **Deferral Policy:** A request for an assessment deferral must be submitted to FITT in advance of the assessment deadline. Students may request a deferral for up to 30 days at one given time. A maximum of three (3) deferrals per assessment is permitted. This deferral policy applies to all FITT assessments and rewrite assessments. You can request a deferral by completing an **Assessment Deferral Form**.
2. **Rewrite Policy:** You are eligible to re-write a failed FITTskills assessment within 90 days of the original deadline. There is no limit to the number of times an assessment can be re-written. However, each re-write must take place within 90 days of the previous rewrite deadline, and there is a fee of \$100 plus applicable taxes per re-write. You can request to re-take an assessment by completing an **Assessment Registration Form**.
3. **Non-Disclosure Agreement:** The answers to the exercises, case studies and final check questions are confidential and proprietary. You are expressly prohibited from disclosing, publishing, reproducing, or transmitting the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. By registering in this workshop, you agree not to disclose, publish, reproduce, or transmit the content, or substantially similar content, of this document, in whole or in part, in any form or by any means, verbal or written, electronic or mechanical, for any purpose. Violators will be prosecuted.
4. **Printing of Material:** Printing is for personal, private use only. No part of the material on this platform may be reproduced or transmitted without FITT's prior permission. Violators will be prosecuted.

## Table of Contents

### FITTskills Law and Ethics: Practical Requirements for International Trade

Getting Started

Forward

Features

Course/Module Learning Outcomes

The Modular Approach

Reflect on Your Experience

Cross-Modular References

Apply Your Learning

Extended Learning

Recommended Resources

Background: International Market Entry Strategies

Organization of Text

Course Learning Outcomes

### **Module—Law and Ethics: Practical Requirements for International Trade**

Introduction

Module Learning Outcomes

Reflect on Your Experience

### **Unit 1: Legal Considerations in International Trade**

Why Is This Important?

What Is the Law?

Sources of Law

International Organizations

International Trade Agreements

Special Economic Zones

World Legal Systems and Courts

Foreign Market Entry Activities and Legal Considerations

Trade Protectionism and Prohibition: Laws and Regulations

Apply Your Learning

Extended Learning

### **Unit 2: International Contracts and Partnership Agreements**

Why Is This Important?

What Are Contract Fundamentals?

International Contracts

Due Diligence  
Contractual Disputes  
Apply Your Learning  
Extended Learning

### **Unit 3: Protection of Intellectual Property in International Trade**

Why Is This Important?  
Copyright  
Patents  
Trade Secrets  
Trademarks  
Intellectual Property Protection: Basic Guidelines  
Apply Your Learning  
Extended Learning

### **Unit 4: Ethical Considerations in International Trade**

Why Is This Important?  
What Are Ethics?  
What Is a Code of Ethics/Conduct?  
Responsible Business Conduct  
Ethics and International Ventures  
Apply Your Learning  
Extended Learning

### **Unit 5: Aligning International Initiatives with Best Practices and Legal Requirements**

Why Is This Important?  
What Are Best Practices for Foreign Market Entry?  
Conduct Basic Research of the Legal System  
Review Current and Planned International Business Activities  
Implement Relevant Policies and Procedures  
Establish Ethical Practices in International Ventures  
Apply Your Learning  
Extended Learning

### **Module Summary**

Final Check  
Recommended Resources  
Glossary  
  
Notes