

# 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.

**Together** we can fill that need and position your graduates and our credential holders for an exciting world of trade opportunities.



Our ready-to-teach, practical **FITTskills** training suite is well-aligned with the demands of today’s globally-integrated trade. And FITT continues to meet the challenges of the marketplace consistently by investing in product development to deliver the highest quality programs and services, providing certification standards, and nurturing relevant educational alliances with strong international business institutions.

## FITT builds upon your program, bringing a strong, international reputation and a world of connections to your School of Business.

- Through FITT, align your institution with an internationally-recognized and trade-driven professional certification body.
- Business school graduates' resumé's are stronger with a *combination* of your academic and FITT's national credentials.
- Leverage FITT's international market research, and use the business- and marketing-plans within the **FITTskills** program to support your own institutional marketing.
- Maximize our partnership to build strong connections with industry.



Forum for International  
Trade Training

### Forum for International Trade Training

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.

- FITT is an industry-driven, Canadian-based, internationally-active not-for-profit organisation.
- FITT equips individuals and businesses with the practical skills they need to succeed in today's competitive and globally-integrated marketplace.
- FITT training programs are based on best practices, and are developed and maintained by leading global trade experts.
- FITT sets competency standards and offers certification and accreditation programs for the **Certified International Trade Professional (CITP)**<sup>1</sup> designation.

An educational alliance with FITT gives **your** business students an extra competitive-advantage, which makes your program of even more value to them.

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<sup>1</sup> CITP® Certified International Trade Professional is trademarked in Canada and is used in countries around the world.  
FIBP® FITT International Business Professional is also trademarked in Canada, the U.S. and the E.U.



## About the FITTskills Program

FITT adds insight, effectiveness and prestige to international business programs, as well as real, practical value for your graduates. FITT offers **FITTskills** directly to industry and through educational institutions to bring industry-based perspectives to the content.

The **FITTskills** Program is a full suite of eight multi-disciplinary training 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 program of study. These courses are:

- ◆ Global Business Environment
- ◆ International Marketing
- ◆ International Trade Finance
- ◆ Global Supply Chain Management
- ◆ International Market Entry Strategies
- ◆ International Trade Research
- ◆ Legal Aspects of International Trade
- ◆ International Trade Management

Together, these courses and the corresponding assessments meet educational requirements and provide your students with advanced standing toward the **CITP** designation.<sup>2</sup>

When educational institutions incorporate **FITTskills** into an existing business program of study, their students can gain access to dual credentials—recognition of their academic achievement from your institution along with trade certification from FITT, which is a nationally-and internationally-recognized credential based on a portable set of practical skills.

### FITT Credentials

FITT's credentials include three levels of recognition and qualifications: FITT Certificate; FITT Diploma; and the FITT **Certified International Trade Professional (CITP)** designation. Each is achieved based on the following criteria:

#### ***FITT Certificate in International Trade***

Presented to individuals who've successfully completed any four **FITTskills** courses (or equivalency thereof).

#### ***FITT Diploma in International Trade***

Presented to individuals who've successfully completed all eight **FITTskills** courses (or equivalency thereof).

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<sup>2</sup> Please see **CITP Competency Profile** brochure for an overview of the skills and knowledge covered within the **FITTskills** program textbooks.

### **CITP Designation**

All **CITP** candidates must apply directly to FITT to ensure they meet the required criteria to achieve the CITP professional designation. Applicants must have earned their **FITT** Diploma, have achieved their practical work experience requirement (at least one full year), have endorsed the **CITP** Standards of Ethical Conduct, have committed to ongoing professional development in the discipline of international business, and have paid their annual **CITP** dues.

The **CITP** holder has demonstrated they have achieved the core competencies relevant to international business through skills and knowledge acquisition and industry experience. The **CITP** designation promotes the advancement of international business professionals working in a wide variety of roles and organisations by recognizing their high levels of skill and experience within international trade.

### **Credential Assessments**

Each of the eight **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 eight courses: International Trade Research, International Marketing, and International Trade Management.

### **More about the CITP Designation**

- The **CITP** designation is a highly desirable industry credential that adds extra credibility to academic recognition.
- The **CITP** designation is held by hundreds of Canadians doing business around the world.
- **FITT** and the **CITP** designation are recognized by Canada's Trade Commissioner Service, the World Trade Centers Association and other prominent domestic and international import-export service providers:



## Partnership Benefits

### Benefits of a FITT Partnership for your students:

- Equips individuals with industry-validated knowledge and the practical skills required to compete in global markets.
- Demonstrates a person’s core competencies in international trade with the credentials to prove it.
- Provides a route to professional success and recognition of achievement in international business expertise.
- Provides recognized credentials that are internationally portable.
- Facilitates membership in, and access to, a growing connected network of international business professionals able to assist personal and organisational growth.

### Benefits of a FITT Partnership for employers and the business community:

- Equips employers with a knowledgeable workforce in the discipline of international trade. This contributes to an organisation’s international trade success and provides a strategic, competitive advantage compared to its competition.
- Sets a hiring standard that is easily integrated into any human resource strategy.

### Benefits of a FITT Partnership for you:

From FITT	For your institution
<p><b>Improved technology</b> In 2013, FITT will launch a state-of-the-art content management system that will provide instructors and students with expanded access to FITT’s learning resources, teaching support and complete body of global trade knowledge.</p>	<p>Instructors will be able to <b>customize</b> their own course and educational materials reducing preparation time.</p>
<p><b>Turnkey pricing &amp; service bundling</b> FITT pricing is “all inclusive”. E-Books, assessments and transfer credits fees (where applicable) are included in one up-front “cost per student” price.</p>	<p><b>You</b> get a ready-to-teach, international business training program with instructor- and delivery-support from a professional industry association.</p> <p><b>FITT Certificates</b> and <b>Diplomas</b> are <i>systematically</i> provided to students upon successful completion of courses (or equivalency thereof).</p>
<p><b>Wider marketing</b> FITT has a trade-oriented, multi-media marketing campaign that builds and maintains broad awareness of our mission, the value of FITT, FITT courses and credentials.</p>	<p>A stronger, broad-based brand profile will benefit your partnership with FITT, your students and graduates, along with FITT’s Certificate, Diploma and <b>CITP</b> designation holders.</p>

In addition, we continually maintain and improve marketing tools to support our alliance and your institution's program promotion. This includes:

- Marketing brochures and promotional material;
- Logos, links and other resources;
- Review of your promotional text to ensure consistency with FITT's promotional messaging; and
- Support for local events (i.e. FITT can consider cost-sharing for specific campaign proposals).



## Partnership Arrangements Available<sup>3</sup>

There are three primary ways you can partner with FITT. These will be explained in greater detail on pp. 9 - 12. In brief, they are:

**1) FITTskills Delivery Partner:**

This partnership is best applied in a continuing education or professional development scenario, or for organisations that do not yet have an international business program of study in place. Your instructors can deliver portions of, or the complete **FITTskills** program. Details p.9.

**2) Platinum Accredited Partner:**

**Your International Business Program can be FITT-accredited *WITH* the built-in delivery of FITT Certificates and Diplomas.** This partnership is best applied within organisations that have an international business program and want their students to have a direct link to FITT and FITT's credentials. FITT will accredit **your** international business program and provide a seamless process to move your students through to the formalized recognition of their **FITT Certificate** and **FITT Diploma**. This is the most direct route to the formalized FITT recognition for your students. Details pp.10 - 11.

**3) Accredited Partner:**

**Your International Business Program can be FITT-accredited *WITHOUT* the built-in delivery of FITT Certificates and Diplomas.** This partnership is best applied to organisations seeking FITT recognition for their international business programs. FITT will accredit **your** international business program then we will leave it up to your students to self-manage the process to receive their FITT credentials. Details p.12.

*The detailed partner options follow.*

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<sup>3</sup> 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:** The **FITTSkills** program is delivered in the classroom by **you** using FITT materials and assessments. Your institution would be responsible for facilities, hiring of instructors, and administering the **FITTSkills** assessments. **You** set 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:

- **You** will receive a proven and ready-to-teach FITT-developed curriculum as well as exams/project assessments within a turnkey training program.
- FITT will provide program administration support as well as the curriculum, reducing resource requirements at **your institution**.
- **Your** students will receive 2-for-1 educational credentials and advanced standing toward the **CITP** designation.
- **You** will benefit from promotional support from FITT.

### One, all-inclusive per-participant cost:

**You** will pay a per-participant fee of \$160.00 per course. For this single fee: **each participant** will have access to an e-Book for each course 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

### FITT—accredited *WITH* the built-in delivery of FITT Certificates and Diplomas

**What's involved:** FITT recognizes your international business program and acknowledges that it meets *all* of the **CITP** competencies. FITT-accredited programs under this option are the easiest and most direct path for your institution to offer true “2-for-1” credentials that are both educationally sound and industry recognized. Our experience is that students are more likely to complete the process to receive their **FITT Certificates and Diplomas** when the process is managed for them.

#### Institutional Recognition:

Your international business program will be recognized as a business program that meets the FITT nationally-and globally-recognized **CITP** designation competencies.

#### Student Recognition:

- Upon successful completion of the FITT-accredited program and required FITT assessment(s), s/he will earn the **FITT Diploma**. The FITT Certificate is available upon request.
- A 2-for-1 educational credential enhances students' resumés and attests to the fact that they possess the skills and knowledge of an industry-recognized program.
- Students holding a **FITT Diploma** will gain advanced standing toward the **CITP** designation, having completed the academic requirement in full.

#### Benefits:

- **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.
- **Your** alignment with FITT international business projects can enhance your ties to your local business community and/or create options for student internship placements.
- **You** will receive promotional support from FITT.
- **Your** program staff will receive administrative assistance from FITT.

#### All-inclusive per-participant cost:

An “all-in” \$425.00 per-participant fee is paid to FITT, giving your participants access to all 8 **FITTskills** e-Books, 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.





## Accredited Partner

### FITT- accredited *WITHOUT* the built-in delivery of FITT Certificates and Diplomas

**What's involved:** Your institution's international business program will be recognized by FITT as meeting *all* of the **CITP** competencies. To obtain FITT credentials, students will be required to contact FITT directly for additional assessments, transfer of their credits and to receive their **FITT Certificates and Diplomas**.

#### Recognition:

- **Your institution** will benefit from recognition that your business program meets all of the **CITP** competencies.
- **Your** business program will gain prestige and have enhanced value as a result of your affiliation with industry and the world's highly respected international trade credentials from FITT.

#### Student Recognition:

2-for-1 educational credentials can be obtained by students to enhance their resumés. This will attest to the fact that they meet the skills and knowledge requirements of an industry-recognized program. But in this option, students do not graduate with the same level of advanced standing toward the **CITP** professional designation as those described in the Platinum Accredited Partner option.

#### Other Benefits:

Program coordinators will receive promotional and administrative support from FITT.

#### Cost:

The cost associated with completing the **CITP** educational requirements will be \$575.00 for each student upon graduation from your FITT-accredited program. This fee to the participant includes access to all 8 **FITTskills** e-Books, 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**

**\$750.00 annual Accreditation Fee**

**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**. We hope you will consider an alliance with FITT.

To discuss our next steps, please contact:

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More info about FITT please visit: [www.fitt.ca](http://www.fitt.ca)

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