



EXPORT EDGE
international training and consultancy

International Trade & Finance, Internet Marketing & eBusiness – ILM & FETAC Level 5, Awards



3 months Part-time

Programme Details

Export Edge Training are accredited / recognised by:

- Irish Department of Education (Ref: NEL/104)
- Irish State Training Authority (FAS ref. 900692)
- Further Education and Training Awards Council (FETAC)
- Irish Exporters Association (IEA)
- Institute of International Trade of Ireland (IITI)
- Institute of Leadership & Management (ILM, UK)
- Chartered Institute of Logistics & Transport (CILT)
- International Chamber of Commerce (ICC Paris)
- International Association of Trade Training Organisations (IATTO)

Trade and Customs Practice

The Trade and Customs Practice module aim to equip participants with practical exporting skills in a format which encompasses the procedures of each successive phase of the export transaction.

OBJECTIVES:

On successful completion of this module, students will be able to:

- Undertake an international trade contract involving a buyer, a seller and a third party;
- Undertake the paper-work function of export procedures and documentation;
- Protect against fortuitous losses which may arise as a result of exporting;
- Comply with Customs controls and documentation;
- Understand world trade agreements and the role of the state in export development;
- Source, define, interpret and assess EU Directives and Regulations.

SYLLABUS CONTENT:

- INTERNATIONAL TRADE
Introduction; Development of the international economy; Globalisation of the Economy; the WTO and GATS; main organisations.
- EXPORTING
Introduction to Exporting; Exportable products/services; beginning the Export activity. INCOTERMS 2000.
- THE EUROPEAN UNION
Intra-community trade; the impact of the Euro.
- INTERNATIONAL TRADE DOCUMENTATION
Export Procedures & Documentation Introduction; Harmonised System of Customs Tariff; Documents of Origin; Commercial Documents; Administrative Document; Insurance Documents; Transport Documents; Consular & Legalised Documents; Completing the Single Administration Document (SAD); Transit Forms.
- INSTITUTE CARGO CLAUSES



- **VALUE ADDED TAX**
What is VAT?; Exemptions and rates; Accounting for VAT;
VAT on imports and exports;
Zero rating of Goods and Services; Valuation for VAT purposes.

- **INTRASTAT**
Introduction; Area of application; Intra-community Transactions;
INTRASTAT System,
Presentation rules; non-compliance of obligations.

- **CUSTOMS FRAMEWORK**
Overview of Customs; how Customs impacts on all Corporate functional areas; different types of Custom duties; EU Legislation explained;
Association and co-operative agreements.

- **CUSTOMS CLASSIFICATION**
Understanding the tariff book – columns explained; the 6 classification rules explained; the classification process; Binding Tariffs (BTI); Direct Trade Input (Automatic Entry Processing).

- **CUSTOMS VALUATION**
Why is customs valuation important?; the 6 valuation rules explained; the valuation process; General Declarations G536A.

- **RULES OF ORIGIN**
Overview of origin; Preferential rules explained; Non-preferential rules explained; Certificates of Origin – GSP Form A. EUR 1 & ATR;
Binding Origin Information (BOI).

- **CUSTOMS ECONOMIC PROCEDURES**
Customs Warehouses; Types of warehouses; Inward Processing;
Suspension/Drawback and OPR; Processing under Customs control;
Tariff Suspension Scheme.

- **THE AUTHORISED ECONOMIC OPERATOR (AEO)**

- **EXPORT CONTROLS**

Finance of International Trade

– METHODS OF PAYMENT

Different methods of payment; method payment selection criteria; Methods of payment analysis; Bank Draft; Payment order; Clean collection; Documentary Collection; Basics of the Uniform Rules for Collections of the International Chambers of Commerce.

– DOCUMENTARY CREDITS

Advantages and disadvantages of documentary credits;
Keywords in documentary credits; Types of documentary credits;
Functioning of the documentary credits;
Documents for presentation under documentary credits;
Transferable documentary credits; Back-to-back documentary credits;
Revolving documentary credits; SWIFT formats;
Documentary Credit Rules ICC UCP600, ISBP

– THE CURRENCY MARKETS

Currency Markets; The Balance of Payments; The Currency Market and Exchange Rates; Exchange Risk; Forward Exchange Contracts; Currency Hold Accounts; Currency options; other mechanisms to avoid / minimise exchange risks.

– INTERNATIONAL TRADE FINANCE & PAYMENTS

Import Finance; Export Finance; Risks inherent to Exporting.

– OTHER FORMS OF FINANCE

Forfaiting; Factoring/Invoice discounting; Countertrade Deal Fundamentals; Operating and Financial Leasing; Basics of Credit Risk Management.

– EXPORT CREDIT INSURANCE

Type of Cover; Procedure for Obtaining Export Credit Insurance; Main providers of Export Credit Insurance; Export Finance by Export Credit Insurance.

– BONDS AND GUARANTEES

Tender Bonds; Performance Bonds; Advance Payments Bonds; Basic of the Uniform Rules for Guarantees.

Internet Marketing

The purpose of this course is to:

- Provide learners with an understanding of classical marketing concepts and traditional media used.
- Introduce learners to the newest medium available to marketers – the Internet – and to understand the applications and opportunities that it can offer marketers.

SYLLABUS CONTENT

Traditional Marketing Concepts

Traditional Marketing and Internet Marketing Compared

Internet Marketing Strategy

Passive Internet Marketing

Active Internet Marketing

Learning Outcomes

- understand the fundamental concepts of traditional marketing
- distinguish between traditional marketing concepts and internet marketing concepts
- understand the development of new forms of marketing from mass marketing theory through to direct marketing and internet marketing and the reasons for such developments
- outline the stages in developing an integrated internet marketing strategy and classical marketing strategy for an organisation
- understand the applications of internet marketing in relation to brand building, P.R., customer service, selling and relationship building
- understand the key marketing issues when creating an organisation's web-site
- appreciate the role of market research in internet marketing

Traditional Marketing Concepts

- define the marketing concept
- explain the function of marketing within an organisation
- distinguish between a product and a service
- outline the elements of the marketing mix and their interdependent relationship
- identify the elements of the traditional promotional mix
- outline the traditional channels of distribution available for consumer and industrial goods/services
- identify the most common pricing policies used
- explain the function of branding
- identify the elements of the marketing plan and its importance within the organisation
- explain the role of M.I.S within marketing
- identify the range of traditional market research methods available to the marketer

Traditional Marketing and Internet Marketing Compared

- outline the change in marketing from a mass market focus to a direct/relational market focus
- understand the reasons for the development of direct/relational marketing (e.g. technological, social, economic)
- define the internet and its components
- understand the impact of this medium upon marketing
- outline the differences between internet marketing concepts and traditional marketing concepts

Internet Marketing Strategy

- outline key strategies for internet marketing
- understand the steps involved in developing an internet marketing plan
- recognise the role of the organisation's internet marketing plan within the overall marketing plan of the organisation
- identify market research applications and sources available on the internet
- access relevant market research websites on line
- identify various methods available to measure and analyse web traffic
- assess the effectiveness of the various web site traffic analysis traffic

Passive Internet Marketing

- outline the marketing concerns when developing a website (e.g. choice of domain name, keywords, meta tags etc.)
- understand the importance of appropriate listing for web site success
- list the major search engines and directories in operation on the internet
- outline the procedure for submission of a website to relevant search engines and directories
- explain the different methods an organisation can use to promote its website using traditional media
- define newsgroups and understand the role they can play in the promotion of a website
- define mailing list and understand the role they can play in the promotion of a website
- access relevant newsgroups and mailing list using specialist search engines
- understand the role contra links can play in the promotion of a website
- define banner advertising and the role it can play in promoting a website
- identify the various organisations that are involved in selling and exchanging on line advertising (e.g. link exchange, yahoo, etc.)
- outline the key factors that influence the location of an organisation's online advertising (e.g. cost, target audience, control, reporting functions etc.)
- understand the role affiliate programmes play in online marketing

Active Internet Marketing

- outline ways in which a web site can be used to build brand equity
- understand the role Public Relations plays within the promotional mix
- identify the various P.R. tools and techniques available to the internet marketer (newsgroups, company information page, online events, mailing lists, online press releases etc.)
- identify ways an organisation can use its website to develop relations with its target audience (e.g. personalised e-mail, newsletters, online list brokers etc.)
- explain the importance of involving visitors to your website as a means of encouraging loyalty and revisits
- outline the methods used to encourage visitor involvement (e.g. guestbooks, feedback forms, bulletin boards, maps links etc.)
- identify the key issues that need to be examined when opening a cyber store/e-commerce site e.g. security, privacy, consumer buying behaviour, stages of buying process etc.

e – B u s i n e s s

The **e-Business** module aim to equip participants with a detailed understanding of the impact of e-Business on traditional business methods, with particular reference to companies engaged in global trade and distribution.

OBJECTIVES:

On successful completion of this module, students will be able to:

- appreciate the role played by technology in business today
- appreciate the opportunities presented by eBusiness
- understand the potential social, legal and economic impact of eBusiness
- recognise the importance of network security to eBusiness activity
- Detail the legal issues affecting global e-Business
- Link the internet to corporate International marketing strategy
- Identify emerging trends and opportunities



SYLLABUS CONTENT:

- eBUSINESS ENVIRONMENT

Internal. B2B/B2C: Digital Information: Digital Nervous system: Data into information; Information workers; Getting numbers; Microsoft case study.

- CHANNEL CONFLICT

Disintermediation; Infomediaries; Re-intermediation; Core competencies; Channel conflict; Strategic options; Reconstructing the value chain; Nike case study.

- eBUSINESS DESIGN

NE quadrant; Digital ratio; E-business benefits; Business design; Strategic design; BPR; Strategic development; Implementation strategies.

- ENTERPRISE APPLICATIONS INTEGRATION

Aligning design; Event driven model; Portfolio assembly; ASP; Component assembly; B2B integration; TSMC case study.

- APPLICATION SERVICE PROVIDERS

What is available; Advantages; Future; My SAP.com.

- EXTENDED MARK-UP LANGUAGE (XML)

Explanation; Integration; Standardisation.

e – B u s i n e s s

SYLLABUS CONTENT (cont.):

– EXTENDED SUPPLY CHAIN MANAGEMENT

Value chain; New driving forces; Integrated supply chain; New relationships; Problems; Optimisation; Key processes; Implementation; Differentiation; Three models.

– e-PROCUREMENT BUY SIDE

Scenario; Indirect / Direct / Ad hoc purchasing; Supplier selection; E-Procurement scenario; Supplier performance; Processing cost & cycle time; Total acquisition time.

– e-PROCUREMENT SELL SIDE

Concerns; Benefits; Catalogues; Design collaboration; FPAL case study.

– CUSTOMER RELATIONSHIP MANAGEMENT

Definition; Target right customers; Own their experience; Streamline business process; Provide 360 view; Self help; B2B; Personalised service; Foster community; E-CRM modules.

– PAYMENT SYSTEMS

Requirements; Risk minimisation; Fraud detection; Pre-paid / Post-paid / Instant-paid; CCE Web; Bolero.

– SECURITY ENVIRONMENT

Automation/ Distance / Propagation; Attack types; Privacy violations; Adversaries; Security needs.

– ENCRYPTION

Private key; Key distribution; Public key; Digital Signatures; Digital Certificates; Protocols; Protocol attacks; Cryptographic attacks; Key length.

– ATTACK & DEFENCE

Attack tools; Web security; Identity theft; Brand theft; Web privacy; Firewalls; DMZs; VPNs; Detection systems; Security policy.

– LEGAL ISSUES

Applicable laws; E Commerce Act 2000; E Commerce Directive; Distance Selling Directive; Electronic contracts; Jurisdiction; Consumer protection; Intellectual property protection.

Export Edge Business College are proud of their graduates achievements.

Students have consistently achieved top national awards and prizes in examinations over the past decade.

At the recent graduation ceremony at the Irish Management Institute:

Roisin O'Hagan, who works with Arvato Sonopress in Swords, a part-time student of Export Edge Business College, obtained first place nationally.

Rebeca Tejedor an employee of Abbott Medical Optics (AMO) in Liffey Valley and a part time student of Export Edge Business College, obtained a first place award in the Global Trade Project.

"Export Edge Business College are exceptionally proud of our graduates' hard work and achievements, as they possess the leadership quality and innovation to become the future heroes and get global prosperity back into Ireland",

Austin Rutledge, Export Edge ,Managing Director.

Graduation Awards:

http://www.iiti.ie/article_89.shtml

<http://www.export-edge.com/Profdiptgraduation.html>



Roisin O'Hagan, Arvato Sonopress, student of Export Edge, being presented with the first place national prize by Rosemary Sexton, Enterprise Ireland



Gavin Murphy presents Rebeca Tejedor with the best Global Trade Project award by Gavin Murphy, Ulster Bank, alongside Austin Rutledge, Export Edge.

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- Irish Exporters & Institute of International Trade.
- Irish Institute of Credit Management.
- Institute of Leadership and Management (ILM, UK)
- International Chamber of Commerce (ICC Paris)
- Int'l Association of Trade Trainina Oras (IATTO)