

# **Realize Your Global Potential**



## **eBSI Schedule of Activities**


**COURSE SCHEDULE COMMENCES FROM FIRST WEEK OF ACCESS BY PARTICIPANT – SIMPLY PLAN YOUR WEEKS OUT BASED ON SCHEDULE BELOW**  
**Export Marketing Operations**

Date	Activity
<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
Week 1	<b>EXPORTING</b> <ul style="list-style-type: none"> <li>Challenges to Overcome</li> <li>Resources Needed</li> <li>How to Start an Exporting Activity</li> <li>7 Steps in Exporting</li> </ul>
<b>eBSI Open Exercise EM001 to be completed by end of module.</b>	
Week 2	<b>INTRODUCTION TINTERNATIONAL MARKETING</b> <ul style="list-style-type: none"> <li>Marketing: Concepts &amp; Criteria</li> <li>Marketing Mix</li> <li>Industrial Product Marketing and Consumer Product Marketing</li> <li>Services Marketing.</li> <li>The International Marketing Plan</li> </ul>
<b>eBSI Open Exercise EM002 to be completed by end of Module</b>	
Week 3	<b>INTERCULTURAL MANAGEMENT</b> <ul style="list-style-type: none"> <li>Idiosyncrasies of Each Market</li> <li>Language and Culture</li> <li>Theories</li> <li>Case Studies and Examples</li> </ul>
<b>eBSI Open Exercise EM003 to be completed by end of Module</b>	
Week 4	<b>INTERNATIONAL SEGMENTATION</b> <ul style="list-style-type: none"> <li>Criteria</li> <li>Segmentation Methods</li> <li>Implementation</li> </ul>
<b>eBSI of Open Exercise EM004 to be completed by end of the Module.</b>	
Week 5	<b>COUNTRY IMAGE</b> <ul style="list-style-type: none"> <li>A Country's Brand Image</li> <li>Theories and Research</li> <li>Factors of Country Image</li> </ul>
<b>eBSI of Open Exercise EM005 to be completed by end of the Module.</b>	

**Export Marketing Operations**

Export Marketing Operations	Date	Activity	
		<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
	week 6	<b>INTERNATIONAL PRICING POLICIES</b> <ul style="list-style-type: none"> <li>• Introduction to International Pricing</li> <li>• Incoterms and Pricing</li> <li>• Pricing Strategies</li> </ul>	
		<b>eBSI of Open Exercise EM006 to be completed by end of Module</b>	
	Week 7	<b>INTERNATIONAL PRODUCT POLICIES</b> <ul style="list-style-type: none"> <li>• Product Life Cycle</li> <li>• Local vs Global Products</li> <li>• Brand &amp; Positioning</li> </ul>	
		<b>eBSI of Open Exercise EM007 to be completed by end of Module</b>	
	week 8	<b>INTERNATIONAL DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• The Goal of Distribution</li> <li>• Indirect Exports</li> <li>• Consultancy</li> <li>• Export Consortia</li> <li>• Trading Companies</li> </ul>	
		<b>eBSI of Open Exercise EM008 to be completed by end of Module</b>	
	week 9	<b>INTERNATIONAL PROMOTION POLICIES</b> <ul style="list-style-type: none"> <li>• Direct and Indirect Promotion</li> <li>• Brochures and Catalogs</li> <li>• Advertising &amp; Publicity</li> </ul>	
		<b>eBSI of Open Exercise EM009 to be completed by end of Module</b>	
week 10	<b>INTERNATIONAL MARKET RESEARCH</b> <ul style="list-style-type: none"> <li>• The Research Agenda</li> <li>• Quantative Analysis</li> <li>• Qualitative Analysis</li> <li>• Structuring your Market Research Study</li> </ul>		
	<b>eBSI of Open Exercise EM010 to be completed by end of Module</b>		

*Trade & Customs Practice*

Trade & Customs Practice	Date	Activity	
		<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
	Week 11	<p><b>INTRODUCTION TINTERNATIONAL TRADE</b></p> <ul style="list-style-type: none"> <li>• Development of the International Economy: Historical Review</li> <li>• Globalisation of the Economy</li> <li>• From GATT tthe WTO</li> <li>• Types of Economic Agreements</li> <li>• Review of Main Trade Organisations</li> <li>• International Trade Blocs and Economic Organisations (EU, Mercosur, NAFTA, Andean Community, Caricom, and Many Others!)</li> </ul> <p><b>eBSI of Open Exercise TCP 001 to be completed by end of the Module.</b></p>	
	Week 12	<p><b>EXPORT PACKAGING</b></p> <ul style="list-style-type: none"> <li>• Objectives of Packing</li> <li>• Selection Criteria for Packing</li> <li>• Packing Materials and Marks</li> <li>• Handling Goods</li> <li>• Packing and Multimodal Transport</li> <li>• Pallets &amp; Containers</li> </ul> <p><b>eBSI of Open Exercise TCP 002 to be completed by end of the Module.</b></p>	
Week 13	<p><b>INTERNATIONAL TRANSPORT AND LOGISTICS</b></p> <ul style="list-style-type: none"> <li>• Transport and Packaging</li> <li>• Selecting a mode of transport</li> <li>• Transport Documents</li> <li>• Operators and Logistical Infrastructures</li> <li>• Transport Insurance</li> <li>• Transport Security Initiatives                             <ul style="list-style-type: none"> <li>○ Known Consignor</li> <li>○ Authorised Economic Operator</li> <li>○ Customs – Trade Partnership Against Terrorism</li> </ul> </li> <li>• Supply Chain Security</li> </ul>  <p><b>eBSI of Open Exercise TCP 003 to be completed by end of the Module.</b></p>		

Date	Activity
<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
Week 14	<p><b>MARINE TRANSPORT</b></p> <ul style="list-style-type: none"> <li>• The Marine Transport Market</li> <li>• Parties Involved in Marine Shipments</li> <li>• Types of Vessels</li> <li>• Legislation</li> <li>• Documentation</li> <li>• Marine Transport Costs</li> <li>• Marine Insurance</li> </ul>
<b>eBSI of Open Exercise TCP 004 to be completed by end of the Module.</b>	
Week 15	<p><b>INTERNATIONAL MODES OF TRANSPORT</b></p> <ul style="list-style-type: none"> <li>• Air Transport</li> <li>• Road Transport</li> <li>• Rail Transport</li> <li>• Multimodal Transport</li> </ul>
<b>eBSI of Open Exercise TCP 005 to be completed by end of the Module.</b>	
Week 16	<p><b>INTERNATIONAL TRADE DOCUMENTATION</b></p> <ul style="list-style-type: none"> <li>• Export Procedures &amp; Documentation Introduction</li> <li>• Documents of Origin</li> <li>• Commercial Documents</li> <li>• Administrative Documents</li> <li>• Insurance Documents</li> <li>• Transport Documents and Other Documents</li> <li>• Documents and Incoterms 2010</li> </ul>
<b>eBSI of Open Exercise TCP 006 to be completed by end of the Module.</b>	
Week 17	<p><b>CUSTOMS PROCEDURES</b></p> <ul style="list-style-type: none"> <li>• Customs Agent and Customs Functions</li> <li>• Customs Treatment and Use</li> <li>• Economic Customs Procedures</li> <li>• Trade Embargoes</li> <li>• Origin of Goods</li> <li>• Customs Value of Goods and Valuation Methods</li> <li>• Goods Classification Systems (HS, CN, TARIC)</li> <li>• Import and Export SAD</li> </ul>
<b>eBSI of Open Exercise TCP 007 to be completed by end of the Module.</b>	

Trade & Customs Practice	Date	Activity	
		<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
	Week 18	<b>IMPORTING INTO THE EU</b> <ul style="list-style-type: none"> <li>• Import in the European Union</li> <li>• Import Customs Procedures</li> <li>• SAD (Single Administrative Document)</li> <li>• VAT on Imported Goods</li> </ul>	
		<b>eBSI of Open Exercise TCP 008 to be completed by end of the Module.</b>	
	Week 19	<b>INTERNATIONAL CONTRACTS</b> <ul style="list-style-type: none"> <li>• Contracts and Incoterms</li> <li>• Guidelines on Drawing Up an International Contract</li> <li>• Contract clauses (Descriptions + Examples). Arbitration</li> <li>• Examples of Contracts</li> </ul>	
		<b>eBSI of Open Exercise TCP 009 to be completed by end of the Module.</b>	
Week 20	<b>INCOTERMS 2010</b> <ul style="list-style-type: none"> <li>• How Incoterms Work</li> <li>• Analysis of the 11 Incoterms</li> <li>• Limitations of the Incoterms</li> <li>• Incoterms 2000 vs 2010</li> <li>• Incoterms 2010 &amp; Trade Terms USA</li> <li>• Transport and Incoterms</li> </ul>		
	<b>eBSI of Open Exercise EMTCP 010 to be completed by end of the Module.</b>		

## Support Questions

For any questions relating tthis course schedule please contact

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**FINANCE OF INTERNATIONAL TRADE**

Date	Activity
<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
Week 21	<p><b>METHODS OF PAYMENT</b></p> <ul style="list-style-type: none"> <li>• Classification of the Different Methods of Payment</li> <li>• Method of Payment Selection Criteria</li> <li>• Methods of Payment Analysis</li> <li>• Personal Cheque</li> <li>• Bank Draft</li> <li>• Payment Order</li> <li>• Clean Collection</li> <li>• Documentary Collection</li> <li>• Bank Payment Obligation (BPO)</li> </ul>
<b>eBSI of Open Exercise FIT 001 to be completed by end of the Module.</b>	
Week 22	<p><b>DOCUMENTARY COLLECTIONS</b></p> <ul style="list-style-type: none"> <li>• Export Documentary Collection</li> <li>• Export Clean Collection</li> <li>• Import Documentary Collection</li> </ul>
<b>eBSI of Open Exercise FIT 002 to be completed by end of the Module.</b>	
Week 23	<p><b>DOCUMENTARY CREDITS FUNDAMENTALS</b></p> <ul style="list-style-type: none"> <li>• Why are Documentary Credits Used?</li> <li>• Advantages and Disadvantages of the L/C</li> <li>• Functioning of the L/C</li> <li>• Documents under the L/C</li> </ul>
<b>eBSI of Open Exercise FIT 003 to be completed by end of the Module.</b>	
Week 24	<p><b>DOCUMENTARY CREDITS MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Availability of the LC</li> <li>• Documents under LC &amp; Checklists</li> <li>• Types of LC (I) and (II)</li> </ul>
<b>eBSI of Open Exercise FIT 004 to be completed by end of the Module.</b>	
Week 25	<p><b>BONDS AND GUARANTEES</b></p> <ul style="list-style-type: none"> <li>• Types of Bonds and Guarantees</li> <li>• Bonds &amp; Guarantees and Documentary Credits</li> <li>• Managing of Bonds and Guarantees</li> </ul>
<b>eBSI of Open Exercise FIT 005 to be completed by end of the Module.</b>	

Finance & International Trade

<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
<b>Finance &amp; International Trade</b>	<p><b>SHORT &amp; MEDIUM TERM FINANCE</b></p> <p>Week 26</p> <ul style="list-style-type: none"> <li>• Management of Receivables</li> <li>• Invoice Discounting</li> <li>• Basics of Factoring</li> <li>• Bill Discounting</li> <li>• Forfaiting</li> </ul>
	<p><b>eBSI of Open Exercise FIT 006 to be completed by end of the Module.</b></p>
	<p><b>FACTORING FUNDAMENTALS</b></p> <p>Week 27</p> <ul style="list-style-type: none"> <li>• Factoring Fundamentals</li> <li>• The Factoring Process</li> <li>• Elements of the Factoring Agreement</li> <li>• Risk Management for Factoring Operations</li> </ul>
	<p><b>eBSI of Open Exercise FIT 007 to be completed by end of the Module.</b></p>
	<p><b>EXPORT CREDIT AGENCY FINANCE</b></p> <p>Week 28</p> <ul style="list-style-type: none"> <li>• ECA Based Financing</li> <li>• Buyer Credits</li> <li>• Supplier Credits</li> <li>• Warehouse Finance Defined</li> </ul>
	<p><b>eBSI of Open Exercise FIT 008 to be completed by end of the Module.</b></p>
	<p><b>STRUCTURED COMMODITY TRADE FINANCE</b></p> <p>Week 29</p> <ul style="list-style-type: none"> <li>• Structured Trade Finance</li> <li>• Commodity Trade Finance</li> <li>• Letters of Indemnity</li> <li>• Collateral Control</li> </ul>
	<p><b>eBSI of Open Exercise FIT 009 to be completed by end of the Module.</b></p>
	<p><b>TRADE FINANCE FRAUD PREVENTION</b></p> <p>Week 30</p> <ul style="list-style-type: none"> <li>• Trade Finance Fraud Structures and Schemes</li> <li>• Fraudster Profile and Bank Relationships</li> <li>• Due-Diligence, KYC and AML</li> <li>• Trade Finance Fraud Prevention</li> <li>• The Fraud Exception and LC Independence Principle</li> </ul>
	<p><b>eBSI of Open Exercise FIT 010 to be completed by end of the Module.</b></p>

***NEXT MODULE EBUSINESS AND INTERNET MARKETING***



*eBusiness and Internet Marketing*

eBusiness & Internet Marketing

**Date** **Activity**  
**Online Component – eBSI Online Training(commencement of online campus activity)**

- Week 31 **INTRODUCTION TO EBUSINESS AND INTERNET MARKETING**
- Business Models
  - E-Commerce Risk Management and Cyber Crime
  - The e-Business Department
  - Introduction to Internet Marketing

**eBSI of Open Exercise EBUS 001 to be completed by end of the Module.**

- Week 32 **SEARCH ENGINE OPTIMIZATION**
- Structure of Websites
  - Search Engine Optimization
  - Keyword Research
  - Practical Tutorials on SEO
  - Practical Tutorials in Social Signals for SEO

**eBSI of Open Exercise EBUS 002 to be completed by end of the Module.**

- Week 33 **FACEBOOK MARKETING**
- Background to Facebook
  - Creating a Profile
  - Creating a Page
  - Using Facebook Tabs
  - Posting and Getting Likes
  - Facebook Ads – Creating and Managing them
  - Facebook Remarketing
  - Creating a Custom Audience
  - Tracking and Optimizing Campaigns

**eBSI of Open Exercise EBUS 003 to be completed by end of the Module.**

- Week 34 **GOOGLE Marketing**
- Creating a Google Account
  - Creating a Google Page
  - Google+ Marketing
  - Posting and Getting Followers
  - Google Ads – Creating and Managing Campaigns

**eBSI of Open Exercise EBUS 004 to be completed by end of the Module.**

Date	Activity
<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	
Week 35	<p><b>LINKEDIN MARKETING</b></p> <ul style="list-style-type: none"> <li>• Creating your Profile</li> <li>• LinkedIn Company Page</li> <li>• Marketing Techniques</li> </ul> <p><b>TWITTER MARKETING</b></p> <ul style="list-style-type: none"> <li>• Twitter Account Setup and use</li> <li>• Using Twitter as a Marketing Tool</li> </ul>
<b>eBSI of Open Exercise EBUS 005 to be completed by end of the Module.</b>	
Week 36	<p><b>EMAIL MARKETING</b></p> <ul style="list-style-type: none"> <li>• Essentials of Email Marketing</li> <li>• Email Marketing Automation Tools</li> <li>• Getting the most out of email marketing</li> <li>• Essentials of List Building</li> <li>• Squeeze Pages and other tools</li> </ul>
<b>eBSI of Open Exercise EBUS 006 to be completed by end of the Module.</b>	
Week 37	<p><b>MEDIA BUYING</b></p> <ul style="list-style-type: none"> <li>• Essentials of Media Buying/Banner Advertising</li> <li>• Setting up Campaigns</li> <li>• Understanding your target audience</li> <li>• Finding Websites to Advertise on</li> <li>• Dos and Don'ts of Media Buying</li> </ul> <p><b>AFFILIATE MARKETING</b></p> <ul style="list-style-type: none"> <li>• Essentials of Affiliate Marketing</li> <li>• Top 10 Affiliate Networks</li> <li>• Finding Affiliate Products</li> <li>• Creating your own affiliate offers</li> </ul>
<b>eBSI of Open Exercise EBUS 007 to be completed by end of the Module.</b>	
Week 38	<p><b>SOCIAL BOOKMARKING</b></p> <ul style="list-style-type: none"> <li>• What is Social Bookmarking</li> <li>• How do Social Bookmarking and Search Engines Interact?</li> <li>• Automating your Social Bookmarking</li> <li>• Ranking pages fast using Social Bookmarking</li> <li>• Dos and Don'ts for Social Bookmarking</li> </ul>
<b>eBSI of Open Exercise EBUS 008 to be completed by end of the Module.</b>	

Date	Activity
<b>Online Component – eBSI Online Training(commencement of online campus activity)</b>	

Week 39

**MOBILE MARKETING**

- What is Mobile Marketing
- Installing a Responsive Website
- Other ways of going mobile
- Mobile Marketing Techniques
- Mobile Apps
- How to Create a Mobile App
- Mobile Apps for Marketing and Lead Generation
- Tips, Dos and Don'ts

**eBSI of Open Exercise EBUS 009 to be completed by end of the Module.**

Week 40

**VIDEO MARKETING**

- What is Video Marketing
- Top Video Sharing Sites
- Video Marketing Tools
- How to Video Market
- Tips, Dos and Don'ts
- YouTube Marketing
- 7 Step Process for YouTube Marketing

**eBSI of Open Exercise EBUS 010 to be completed by end of the Module.**



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