

# TRADE PROFESSIONAL DEVELOPMENT PROGRAMMES

## THE PROGRAMMES

### DIPLOMA IN EXPORT BUSINESS MANAGEMENT (EBM)

#### Program Overview

This is a 6-month program designed to equip with requisite skill, anyone that wants to develop competence in financing export business transactions in a developing country. The Export Business Management Program (EBM) enables trade professionals demonstrate expertise in handling export procedures and management, pricing and supply chain in international trade.

Diploma in Export Business Management program covers export documentation, export pricing, export markets, entry strategy, export value chain, export supply chain management. .

#### Target:

- a. Export Manager
- b. Experienced Trade Professionals
- c. Trade Product Managers
- d. Relationship Managers
- e. Risk Managers
- f. Logistics Personnel
- g. Trade Desk Officers
- h. Treasurers in FMCG .

#### COURSE OUTLINE (Module-1)

- . Preparation and Introduction T o Export Business
- . International Trade Environment-1
- . International Trade Environment-2
- . International Trade Environment-3
- . Researching The Export Market
- . Planning and Principles of Export Business Success
- . Understanding African Continental Free Trade Agreement
- . Export Business Potential in Nigeria
- . People and Stakeholders in Export Trade
- . Purchase Orders and Contracts in International Trade

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#### COURSE OUTLINE (Module-2)

- . Paperwork and Export Processes In Nigeria
- . Paperwork-1: Transport and Insurance Documents
- . Paperwork-1: Regulatory documents
- . Documentation and Clearance in Export Market
- . Export Processes And Supply Chain Management
- . Understanding Free Zones and Export Pricing
- . Exchange Rate Changes, Currency Issues, And Hedging and Export Costing
- . Payment Methods: Open account, Advance payment & Bill for Collections
- . Payment Methods: Letter of credit & Trade digitalisation

#### COURSE OUTLINE (Module-3)

- . Promotion and Marketing In Export Business
- . Variants of Direct & Indirect Export
- . Finding Overseas Representative
- . Promotion & Marketing Communication
- . Reaching The Purchaser & Consumers with Social Media-1
- . Reaching The Purchaser & Consumers with Social Media-2
- . ABC of Online Search For Buyers Abroad
- . Products Quality Assurance In Export Business
- . Packaging Requirements In Export Business
- . Potential Risks and Mitigants in Export Business

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#### COURSE OUTLINE (Module-4)

- . Introduction To Export Readiness
- . Export Readiness - The Promoters
- . Export Readiness - The Pricing
- . Export Readiness - The Predisposition
- . Export Readiness - The Purpose
- . Export Readiness - The Promotion
- . Export Readiness - The Proficiency
- . Export Readiness - The Production
- . Export Readiness - The Payment
- . Export Readiness - The Positioning
- . Export Readiness - The People
- . Export Readiness - The Paperwork
- . Export Readiness - The Potentials
- . Export Readiness - The Purchasers
- . Export Readiness - The Partnership

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#### Quick Facts

- a. Course duration is 6 months
- b. Exams are held at the end of the program.
- c. The video lectures can be accessed on [www.globaltradecollege.com](http://www.globaltradecollege.com).

#### Program Cost

**Application Fee:** ₦20,000

**Tutorial Fee:** ₦150,000

**Course Fee:** ₦750,000

#### Certification

To be awarded the certificate, you must satisfactorily complete all examinations and other terms and conditions. Successful students will receive a certificate and a transcript detailing the course contents.

#### Assessment & Grade

The duration for the Diploma in Export Business Management exam is 3 hours and it contains 140 multiple choice questions and case studies linked to 30 question. The grades awarded to the participants as follows:

**Distinction** – 85% and above

**Credit** – 70% - 84%

**Pass** – 60% - 69%

#### Exam Extension

Students who require an extension to the three-month examination period for this program will be subject to a ₦100,000 extension fee. The three-month period is calculated from the date students are granted access to the [www.globaltradecollege.com](http://www.globaltradecollege.com) e-learning platform

#### Assessment & Grade

Students who do not achieve a passing grade on an examination will be permitted to retake the failed course. A retake fee, equivalent to 50% of the original course fee, will be applied. Students are allowed a maximum of two retake attempts per failed course. Failure to pass a course after three attempts will result in program disqualification.

**VENUE:** 3T Impex Trade Center No 11B Bola Shadipe Street, Off Adelabu Street, Surulere, Lagos