



Foundation Certificate in International Business (FCIB)

PROGRAMME PROSPECTUS

3rd Intake - Commencing 18 January, 2017

What is FCIB

FCB is the Foundation Certificate in International Business [FCIB] which provides the student with a basic knowledge on International Business within a short span of three months. The minimum qualification required to register is GCE A/L or O/L with work experience. This course is ideally suited for those who aspire to take up employment with in the Shipping and Logistics, Banking and Finance, International Business, Freight forwarding and International Marketing.

At the end of three months an examination will be held and the best student will get a medal from the Chairman ICC Sri Lanka Chapter.

What is International Chamber of Commerce (ICC)

ICC is the world business organization based in Paris, ICC has a network of Chambers in 130 countries and have over 6.5 million members globally. ICC has several global products such as Incoterms, ATA Carnet etc. The global Banking system and customs network rely heavily on ICC.

How to Register

Download the registration form from the internet or call ICC and get details of how to get a registration form.

Complete the registration form and deposit **LKR 22,500/-** to **Account Number: 0030 1030 7444** (Account Name: **International Chamber of Commerce Sri Lanka. Bank: Hatton National Bank, Branch: Head office**) and Fax **(011 230 7841)** or Email edu@iccsrilanka.com the bank slip to the ICC Sri Lanka Office. (Please note the participants from **Member Companies** will be charged only **Rs. 20,000/=**)

Where will the lectures be held at:

Lectures will be held at the **Sri Lanka Institute of Marketing - Business School, 50, Kitulwatta Road, Colombo 08.**

When will the lectures commence:

The lectures will commence on **18th January 2017**. The complete details will be informed to all those who have registered by the **15th January 2017**.

Curriculum

1. Global Marketing & International Business

Duration: 6 Hours

Contents:

International Business: 3 Hours

The International Marketing Environment (PESTEL Factors)

Assessing International Markets - Entry Opportunities

Planning and strategies to entre different Markets

Managing Market Entry Strategies

Identity threats and opportunities

Global Marketing: 3 Hours

Risks and mitigation of risks

Role played by Brands in International Business

International Brands

Impact of environmental factors

Impact of Technology factors

Case studies / global examples

2. Business Disputes

Duration: 3 Hours

Contents:

Introduction to Law of Contracts

Dispute Resolution

International Business, Trade Agreements & FTA's

International Property Rights

Development of international mediation and comparative approaches to mediation.

Arbitration of private and mixed disputes- trends in arbitration; applicable law and Institutions.

Dispute resolution clauses and arbitration agreements.

The process and legality of arbitration and enforcement and challenge of awards.

Judicial jurisdiction in cases involving international business transactions.

Overview of transnational business litigation.

1st Short Course (Certificate of participation)

3. E-Business, Internet, Social Media

Duration: 6 Hours

Content:

Evolution of E- business - 3 Hours

Concept of E- business

E-business, E-commerce vs. conventional business

Use of internet at different disciplines

Internet Marketing and advantages

E-commerce Trends

Power of Social Media in the present day business - 3 Hours

Social Media tools and usage

Cost of Social Media

Benefits of Social Media

Problems and issues of Social Media

Cost effectiveness effective ways to use for business

Open source and its importance

4. ICC, Incoterms, Carnet, and Certificates of Origin,

Duration: 6 Hours

Contents:

ATA Carnet - 3 Hours

What is an ATA CARNET?

Why do companies need it

Rules for temporary admission

How to Apply for a carnet

How does the system work?

Holder's Responsibilities

Benefits of the system, business, customs, and national economy

Certificate of Origin - 3 Hours

What is a CO

Types of COO

Best Practices

Acceptable proof of origin

What role do chambers play

Chambers authority

How COO are issued

Who need them

Likely frauds

Electronic COO

2nd Short Course (Certificate of participation)

5. Logistics, Freight Forwarding and Multimodal Transport

Duration: 6 Hours

Contents:

Present day Logistics - 3 Hours

Introduction to Freight Forwarders NVOCC operators and Multimodal Transport

Carriage of Goods by Sea and Air and Charter Parties

Bills of Lading and Shipping Documents, International Conventions on BL's terms and conditions

International Trade and Finance, Payment Instruments

Future of Logistics and compliances - 3 Hours

Quality Management ISO and other standards

Introduction to Dangerous goods

Introduction to E-commerce and Supply Chain Management

Packing , Quarantine and regulatory requirements

6. Customs

Duration: 6 Hours

Contents:

Role of Customs : 3 Hours

Customs Ordinance and other related laws

Significance of Harmonized Commodity Description Coding system

Mega Port Surveillance Unit and liaison with other related agencies

Air Cargo and Sea Freight (import and export) Clearance Procedures

Bonding Cargo Clearance procedure

Customs role in Bio diversity Protection

Customs role in controlling Narcotics & Psychotropic substances

Customs Operations : 3 Hours

Customs and International Environment Protection Agreements

Overview of WTO/GATT Valuation system

Intellectual Property Rights Act

Kyoto Convention: pathway to Trade Facilitation

Preparation of CUSDEC

Entrepot Trade