

## REGISTRATION FEE & RESERVATION:

Each participant who enrolls shall pay the:

**A. Regular Rate: Php 75,000 (VAT Inc.)**

**B. Early Tiger Rate (15% discount): Php 59,500**

Should the participant register and pay the reservation fee on or before **February 15, 2020**.

(Otherwise, the regular rate applies)

**C. Payment can be made by depositing FULL AMOUNT - Cash or check**

**Bank: Metrobank**

**Account name: WORLD TRADE CENTER MANAGEMENT, INC.**

**Account number : 292392801506 - Savings Account**  
(Non-refundable in case you cancel your reservation a week before the program starts)

**D. Please email a copy of the deposit slip, together with the accomplished reservation form to [ust\\_ccped@yahoo.com](mailto:ust_ccped@yahoo.com) and [wtcclub@wtcmanila.ph](mailto:wtcclub@wtcmanila.ph) before the course date and wait for a confirmation of receipt**

**E. We encourage early registration to secure your slot (maximum of 45 slots only)**

**F. 80% / 1 absent is only allowed**

## RESERVATION FORM:

YES, I will attend the UST Post Baccalaureate Graduate Certificate in Export and International Trade

Complete Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Office Tel No. \_\_\_\_\_

Fax No.: \_\_\_\_\_

Cell phone No.: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

*This form may be reproduced for additional participants*

## WHO SHOULD ATTEND?

- Executives, managers and staff in import/export business, marketing, business development, manufacturing, distribution, customs brokerage, warehousing, management, trade organizations, and logistics companies.
- Entrepreneurs, business professionals and new graduates thinking of venturing into import/export business.
- Government, trade association executives, and other interested individuals engaged in international trade and research.
- Faculty, lecturers, and instructors in business, commerce, economics, marketing, finance, trade.

## WHY SHOULD YOU BECOME A PBCEIT PROFESSIONAL?

- Gain recognition, credibility, competence from a highly reputable University of Santo Tomas
- WTCMM is your gateway to the exclusive 'World Trade Center' and 'WTC' branded properties and trade service organizations that are located in about 90 countries and supported by 15,000 WTC professionals that deliver integrated, reciprocal resources to solve your business needs.
- A Certified International Trade (CITP) Professional title which can be used after the name of participant, after completing the program, is likely to take your application up a notch in the minds of potential employers.
- Increase your knowledge and self confidence in international trade. Be able to address issues and real-world business challenges, hone your ability to look beyond present role and see how organizations operate as a whole and from a global perspective;
- Gain versatility with transferrable skills applicable across different: **Industries** - manufacturing, trading, consultancy, etc. ; **Functions** - marketing, purchasing, sales, logistics, etc.; **Sizes**- multinational, micro-, small-, or medium-size enterprise; and **Types of organization** - private company, government, trade association, etc.; Increase their exposure to diverse perspectives on cultural, social, and global business issues as they collaborate with participants whose backgrounds, experiences, and career goals differ from theirs.



## UNIVERSITY OF SANTO TOMAS THE GRADUATE SCHOOL CENTER FOR CONTINUING PROFESSIONAL EDUCATION AND DEVELOPMENT

In Partnership with:



Through:



## POST BACCALAUREATE CERTIFICATE IN EXPORT & INTERNATIONAL TRADE

*Learn the pragmatic approach to professionalize one's trading skills and knowledge, and allow one to manage and do business on a global perspective*

**MARCH – MAY 2020**

**Every Saturdays | 8:00am – 5:00pm**  
**Thomas Aquinas Research Complex**  
**Graduate School**  
**University of Santo Tomas**  
**España, Sampaloc, Manila**



<http://graduateschool.ust.edu.ph/ccped>

**University of Santo Tomas (UST)  
under Center for Continuing Professional  
Education and Development in partnership with  
World Trade Center Metro Manila (WTCMM),  
through RX International Events and Marketing  
Consultancy Co. (RX), has sealed its partnership  
in adopting WTCMM's Certificate in Export and  
International Trade.**

**PROGRAM OVERVIEW:**

The Post Baccalaureate Graduate Certificate in Export and International Trade or PBCEIT is the enhanced Certificate in International Trade Professional (CITP) educational program offered by the WTC Metro Manila in the Philippines, modelled after WTC Denver, WTC Mumbai and WTC Winnipeg.

A professional trade designation of Certified International Trade Professional (CITP) is earned by completing courses and meeting standards and requirements set by the WTCMM and granted to one who has acquired a comprehensive set of skills enabling one to assess and evaluate the opportunities available, as well as risks associated with international trade.

Participants who complete the program and successfully defend their business plan may earn 3-unit cognate in Masters in Business Administration (MBA) of the UST Graduate School if they complete certain requirements of the course, and may use the initials (CITP) after their names.

**METHODOLOGIES**

***A combination of theoretical and practical applications:***

- Structured learning experiences
- Lecture and experiential sharing
- Group discussions and/or exercises for analysis and application.
- Plenary sessions
- Individual and group consultation

**CURRICULUM SCHEDULE/OUTLINE**

**MODULE 1 – FUNDAMENTALS OF EXPORTING**

In this module, participants will be able to understand the international trade, including the various kinds of trade agreements.

They will have a better understanding of what export is, its advantages, significant laws, be conversant on Incoterms, modes of payment, export cycle as well as how the procedures and documentation works. Participants will be able provided with knowledge on how to assess and determine their export readiness and/or identify the areas that needs to be addressed to make them export-ready.

**MODULE 2 – EXPORT COSTING & PRICING**

In this module, participants will be able to identify the various factors affecting product and cost or service to be able to develop a price scheme and financial strategy.

**MODULE 3 – EXPORT MARKETING PLAN**

In this module, participants will be able to comprehend and craft an Export Marketing Plan, learn its value, coverage, and framework; assess company products or services and readiness for the export market. Participants will also be presented of the overview of the global market place; how to analyze target market, industry and competition.

**MODULE 4 – EXPORT TRADE FINANCE**

In this module, participants will be able to figure out and apply the different forms of pre, post-shipment and the financing appropriate for a particular transaction; learn strategies on payment terms and negotiations with international buyers; manage foreign exchange risks; analyze the company's financial need and get advises on the best ways of meeting bank requirements when applying for capitalization or loans.

**MODULE 5 – EXPORT SALES & NEGOTIATION**

In this module, participants will be able to develop value proposition for a product or service; prepare international sales meeting; and plot negotiation scheme to use in a sales meeting.

**MODULE 6 – MANAGING VALUE & SUPPLY CHAINS**

In this module, participants will be able to understand the importance of Value Chain Management, how communication, between stakeholders, management of inventory, transport, logistics including cross- borders sea and air freight, packaging procedures, and difference of domestic and international trade.

**MODULE 7 – ORGANIZATIONAL DEVELOPMENT ON INTERNATIONAL TRADE**

In this module, participants will have a better view on how to manage the business for sustainability in the field of international trade, business expansion, people management, leadership, reinforcement of short and long term plans.

**MODULE 8 – STRATEGIC MANAGEMENT**

In this module, participants will gain knowledge on business frameworks and exercises, to be able to write a business plan.

**REVALIDA/ ORAL DEFENSE (Date to be arranged)**

At the end of the program the participant shall craft their own business plan to apply the learnings they acquired from all the modules, which they shall defend to panel of industry experts.

**GRADUATION CEREMONIES- half day**

*(Date to be announced)*

- Double branded certificate
- Becca
- Refreshments

**Class Venue:** Module 1 to 8 and graduation ceremonies at UST-TARC ; Revalida at WTCMM, Pasay

**Target schedule:** March 7, 14, 21, 28; April 4, 18, 25, May 2; Revalida will be scheduled within 2 weeks after Module 8 and Graduation will be scheduled after all participants have completed their revalida.

**Participants kit:**

- Canvass bag
- ID with UST lanyard
- USB
- Notebook with pen

**For inquiries:**

Trunk line: (02) 3406-1611 local 4030  
Mobile number: (+63) 947-9697827

**For registration:**

Email: ust\_ccped@yahoo.com  
wtclub@wtcmanila.com.ph

Tel number WTC : +8 928 0000 local 611,612 & 201  
Tel number UST: (02) 8880-1668