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## INTERNATIONAL BUSINESS DEVELOPMENT

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### CANADIAN ECONOMY PRIMER

2 days

IB1201

This course is designed to provide participants with no economics background the basic knowledge necessary for a better comprehension of the economic mechanisms which are essential for the interpretation of current economic activity, whether national or international. This course will allow participants to situate Canadian economic data in an international context so as to be able to compare and draw conclusions, as well as understand why foreign trade is so important and essential to our economy. This course sets out the main characteristics of the Canadian economy, explains the structure of current economic activity, the role, and the importance of the role, played by the State in economic activities.

**Population:** Entry-level trade officers as well as employees who need a basic understanding of business economics to fulfil their job

**Mode of Delivery:** Classroom

### COMPETITIVE INTELLIGENCE I: INTRODUCTION TO COMPETITIVE INTELLIGENCE

1 day

IB1642

The purpose of this one day course is to present all new entry level officers and current commercial/economic officers with a common understanding of what is competitive intelligence, what is the intelligence cycle, how competitive intelligence fits with the work they do and why this information is needed for their job.

At the end of this course, participants will be able to: define competitive intelligence and business intelligence; make the link between intelligence and knowledge management; describe the intelligence cycle; and, introduce a few tools and techniques to gather effective intelligence.

**Population:** All employees who require this specialized training for their jobs

**Mode of Delivery:** Classroom

### COMPETITIVE INTELLIGENCE II: RUNNING A BUSINESS INTELLIGENCE PROJECT

2 days

IB1643

The purpose of this two day course is to go beyond the basics and show commercial/economic officers how to link business intelligence to the Department's mandate and to their clients. Participants will run an intelligence project for the Department where the understanding of systemic collection, analysis, and dissemination of business and commercial intelligence will be developed. Among other skills, participants will learn to create and manage business intelligence projects through project-planning focusing around departmental and post priorities.

The course objectives are:

- to review and share experiences around intelligence;
- to describe the process for running an intelligence project;
- to examine skills and techniques in intelligence;
- to create and manage business intelligence projects.

**Prerequisites:** Competitive Intelligence I

**Population:** All employees who require this specialized training for their jobs

**Mode of Delivery:** Classroom