

## SHE TRADES COMMONWEALTH ONLINE COURSES' CALENDAR- CYCLE 2

As part of the SheTrades Commonwealth project, participants can benefit from a 12 online trainings' package given by ITC SheTrades Academy. Each course is open for 2 weeks during which the beneficiaries can have access to it at any time they wish to do so. ITC grants a certificate for each course taken provided the participant successfully completes all the required activities.

No matter in which month/year you joined the project, you can take the course(s) you missed in this cycle.

	SMEs	Hours	Start date (MM/DD/YYYY)	End date (MM/DD/YYYY)	Tutor	Description
1	Taking the Entrepreneurship Route	4	5/27/2019	6/09/2019	Juan Hoyos	This course is part of the ITC Youth and Trade Initiative, which is aimed at fostering the inclusion of young entrepreneurs into international markets and global value chains, with the ultimate objective of creating jobs and income opportunities.
2	Introduction to Business Plans	4	6/18/2019	6/30/2019	Juan Hoyos	This course introduces participants to the concept and structure of business plans. It begins by outlining their general importance and uses, before moving on to divide them into six types according to the purpose for which they were built. It then introduces two frameworks which can be useful in conceptualizing a business plan: the Strategy Diamond and the Business Model Canvas. Finally, it concludes by offering an exercise designed to help participants organize their thoughts when writing a business plan.
3	Considering Export Markets	4	7/08/2019	7/21/2019	Juan Hoyos	This course introduces the most important aspects of international markets, as well as the aspects of export readiness for small enterprises. It identifies the key attributes of export-ready enterprises, including the particular skills and resources required to export successfully.
4	How to Analyse Trade Flows	4	7/29/2019	8/11/2019	Pitchaya Sam Eam-On	This course introduces the main concepts of trade flow analysis together with a dedicated tool to perform it (Trade Map). Focus is placed on the meaning and value of trade statistics and trade indicators, as well as the ways of interpreting trade flow data to make informed decisions.
5	Setting up an Export Marketing Strategy	4	8/19/2019	9/01/2019	Juan Hoyos/ Lizbeth Becerra	This course introduces the ways in which export marketing forms a vital component of the export development process. Small enterprises need to craft their messages appropriately, in order to be perceived in the way they want by their customers. This is achieved by adopting a strategy based on the export marketing process, and by adhering to certain key principles.
6	Helping SMEs Generate Export Business	4	9/09/2019	9/22/2019	Juan Hoyos/	This course introduces techniques that are used for successful international business generation, in both face-to-face and virtual/remote environments. Each environment is described in terms of its

					Lizbeth Becerra	characteristics, pros and cons, challenges, as well as the factors that determine respective comparative advantages.
7	Export Sales and Negotiations	4	9/30/2019	10/13/2019	James Howe	This course introduces participants to a number of sales and negotiating tactics, with a focus on preparing them to attend a sales meeting with a potential international client. It begins by introducing the concepts of a value proposition and a sales pitch, two essential tools to effectively presenting a product or service. The course then continues by taking participants through the preparation process for a sales meeting, which it organizes as a series of 6 logical and sequential steps. Finally, participants are presented with several negotiating strategies, styles and tactics to deploy in a sales meeting, depending on the particular long-term or short-term outcomes which they wish to achieve.
8	Competitiveness Through Enterprise Sustainability	4	10/21/2019	11/03/2019	Juan Hoyos	This course introduces the reasons for which environmental, social and economic sustainability is important to a small enterprise. It highlights both the short and long-term benefits of sustainability and introduces industry best practices in dealing with the challenges inherent in adopting them, with a focus on examples of enterprises which have successfully benefited from introducing sustainable measures in their business activities.
9	Introduction to Standards and Sustainability	4	11/11/2019	11/24/2019	Petra Walterova / Regina Taimasova	This course introduces participants to the concepts of standards and sustainability, focusing on voluntary sustainability standards (VSS) and the various ways in which enterprises can approach them. Looking at the advantages of sustainability from a business perspective, the course analyses the benefits and costs for enterprises to become certified to VSS, stressing the fact that certification involves taking part in an ongoing process and not just making a one-time commitment.
10	Approaching Banks for Finance	4	12/02/2019	11/15/2019	Marco Aletti/ Leticia Johnson	This course explains the ways in which the financial needs of small enterprises are determined and the obstacles that they face in accessing adequate financing. It explores the various available sources of financing, as well as the loan requirements of banks, with particular focus placed on the ways in which enterprises can meet these requirements by putting together the required financial documents and other necessary information.
11	Introduction to Supply Chain Management	4	1/20/2020	2/02/2020	Juan Hoyos	This module introduces the participant to supply chain management and its importance in businesses for managing the supply chain key competencies and trade-offs. The module provides a practical model for positioning purchased and inventory items and developing appropriate strategies to manage the competencies that will help businesses become more operational effective and competitive
12	Introduction to Cross-border Contracts	4	2/10/2020	2/23/2020	TBC	This course begins by defining the main attributes of cross-border contracts and outlines their differences from domestic contracts, before moving on to explain the preliminary process of contracting and the early-on documents that are required by both parties to establish a basis for entering into a formal contractual relationship. The course then continues to introduce various useful resources for SMEs to use in their work with contracts, such as the ITC Model Contracts, the UNIDROIT Principles, the Vienna Convention (CISG), and the International Chamber of Commerce. Finally, it highlights the most important legal concepts for cross-border contracts such as good faith, freedom of contract, reasonableness, materiality, and force majeure, and finishes by providing a quick overview of important terms and conditions of which SMEs should be aware including payment, delivery, insurance, and compliance.