

SHETRADES COMMONWEALTH ONLINE COURSES' CALENDAR FOR PHASE II

As part of the SheTrades Commonwealth project phase II, interested WOBs can register for the online trainings listed below (*note: that the trainings will only be delivered one time*).

Each course is open for 2 weeks during which WOBs can access the courses at any time of their convenience. ITC grants a certificate for each course taken, provided the participant successfully completes all the required activities.

	SMEs	Hours	Start date	End date	Description	Link to register
1	Introduction to E-Commerce	4	20 April 2020	02 May 2020	<p>This course provides participant with an overall introduction to the concept and practice of E-Commerce.</p> <p>It begins with an overview of the various opportunities of the growing global E-Commerce market and the implications of selling products or services online. It then moves on to a detailed discussion of the preparations required to successfully launch an E-Commerce sales channel, including market research, payment option setup, customer service, and fulfilment/logistics solutions. The course concludes by exploring some of the regular activities that need to be part of any successful E-Commerce business' routine, including inventory management, product returns, and digital marketing.</p> <p>This course also includes an " E-Commerce Readiness Check" which will allow participants to gauge their level of preparation to start selling products or services online through an E-Commerce channel</p>	Click here

2	Creating Quality E-Commerce Content	4	11 May 2020	23 May 2020	<p>This course introduces SMEs to the importance of creating quality E-Commerce content for their online initiatives, presenting them with useful guidelines for content creation, both for individual products as well as for companies as a whole.</p> <p>It begins by defining the meaning of quality E-Commerce content and the benefits which content can bring to an SME's online activities, before moving on to discuss the various different types of content that can be created, their purpose and the stakeholders for which they are intended. Finally, it introduces tips and provides advice to assist SMEs creating E-Commerce content that will be effective and ensure that online transactions take place smoothly and without issue.</p>	Click here
3	Using Virtual Marketplaces for your E-Commerce Initiative	4	01 June 2020	13 June 2020	<p>This course introduces participants to virtual marketplaces (VMPs), which are a type of E-Commerce website on which individual businesses can sell their products or services internationally.</p> <p>It begins by presenting the rationale for selling online, presenting both the pros and cons of such activities. It then moves on to discuss the various types of VMPs available, correlating their attributes with potential advantages for certain markets and products. The course concludes with an elaboration of the content and information required to set up an online store on a VMP, noting useful tips to create attractive and effective product information and pictures.</p>	Click here
4	E-Commerce for your B2B Business	4	22 June 2020	04 July 2020	<p>This course introduces participants to the opportunities and challenges of becoming involved in B2B E-Commerce.</p> <p>It begins with a description of the various reasons why a B2B business might choose to start selling online, before moving on to compare the different channels that it could use to do so. Finally, it concludes with a look at digital marketing and website optimization, with the goal of providing participants with tools to make their B2B E-Commerce operations as effective as they can be.</p>	Click here
5	Embarking on a Lean Digital Transformation for Organisations	4	03 August 2020	15 August 2020	<p>This online course showcases the challenges and opportunities for organisations of successfully implementing a digital transformation enabled by new information and communication technology (ICT), such as cloud computing, connectivity, and mobility.</p> <p>Following a “lean” digital transformation methodology, the course introduces three main methods to assist organisations in designing a digital transformation roadmap. A Community of Practice (CoP) is made available to participants at the end of the course in order to help them and their organisations successfully sustain and navigate their digital transformation processes</p>	Click here

6	Introduction to International Transport and Logistics	4	24 August 2020	05 September 2020	This course introduces small and medium enterprises (SMEs) to the basic transport and logistical requirements of export operations, including cross-border sea freight, air freight and packaging procedures. It showcases the main operational differences between domestic and international trade, allowing participants to better apprehend their operational and managerial performance in terms of trade logistics.	Click here
7	The Role of Standards in Sustainable Supply Chains	4	14 September 2020	26 September 2020	This course introduces participants to the basic concepts of, and business case for, sustainability requirements in supply chains. It reviews the different adjustments required of enterprises to achieve sustainability and touches upon the roles played by both sellers and buyers with regard to sustainable supply chains. Finally, it guides participants in the use of a practical tool (ITC's Standards Map) to effectively approach voluntary sustainability standards.	Click here

You can also access the SheTrades Virtual Learning Space suite of online courses – no need to register for any courses; you just need to log in to your SheTrades.com account to access this material.

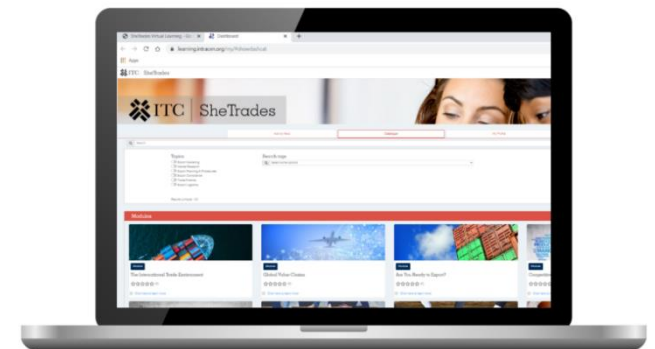
What is the SheTrades Virtual Learning Space (VLS)?

This is the core online training hub for ITC's SheTrades Initiative. SheTrades members (registered on shetrades.com) can:

- Access over 20 (and counting!) FREE e-learning modules developed by experts and partners;
- Participate in group activities;
- Earn points and benefits;
- Receive badges of completion;
- Complete modules at their own time

SheTrades Virtual Learning aims to equip women entrepreneurs with skills to grow their business, and bring a community together around shared interests.

To learn more, visit: <https://www.shetrades.com/en/learn/e-learning>



How to use SheTrades Virtual Learning:

1. Create an account or sign in on shetrades.com
2. On the menu (left-hand side of your dashboard), click on the “**Learn**” tab → “**SheTrades Virtual Learning**”
3. Browse and select among the diverse e-learning modules on export-readiness and logistics
4. Happy learning!

SheTrades Virtual Learning Space Modules	
1	International Trade Environment
2	Understanding the Global Value Chains
3	Are you Ready to Export?
4	Management and Competitiveness
5	Defining Business for Competitiveness
6	Designing a Strategy for Success
7	Selecting Potential Export Markets
8	Market Research
9	Building an Export Business Plan
10	Export Packaging
11	Export Quality Management
12	Communicating on Your Products
13	Reaching Customers with Products
14	Communications & Negotiation Skills
15	Costing & Pricing
16	Export Documentation
17	Incoterms

18	Finding Financing
19	Cash Flow Management
20	Warehouse Distribution
21	Freight Forwarders
22	Tariffs and Other Trade Regulations
23	Logistics for E-Commerce

You can also access over 50 webinars on different topics, from leadership to “Access to Commercial Bank Loans”, “Introduction to Contracts”, to “How to Transport your Products” – all delivered by our network of global experts. These are all available on the SheTrades.com platform.

How to access SheTrades webinars:

1. Create an account or sign in on shetrades.com
2. On the menu (left-hand side of your dashboard), click on the “**Learn**” tab ->“**Webinars**”
3. Browse and select among over 50 webinars.
4. Happy learning!

SheTrades Virtual Learning Space- Webinars	
1	Access to Commercial Bank Loans
2	Access to Finance and Approaching Banks for Financing
3	Becoming Investor Ready: Preparing Impact SMES for Investment
4	Contracts - How do I negotiate contracts?
5	Contracts and Exit options
6	Contracts I: Introduction
7	Contracts II: Non-disclosure Agreements
8	Contracts III: Shareholder Agreements

9	Creating an eBay for business account
10	eCommerce - How do I export online?
11	E-commerce Legal Basics
12	Employment - What do I need to know about employment law?
13	EQUALS Webinar # 1: Women's Economic Empowerment & Entrepreneurship in a Digital World
14	EQUALS Webinar # 2: Turning an Idea into a Technology Business
15	EQUALS Webinar # 3: Strategic Management
16	EQUALS Webinar # 4: Interpersonal Communication
17	EQUALS Webinar # 5: Foundations of Leadership
18	EQUALS Webinar # 6: Obtaining a Loan from a Commercial Bank and Maintaining Finances
19	EQUALS Webinar #7: Creating Pitch Decks and Securing Investment
20	Exporting SMEs: Opportunities and Lessons Learned on How to Export
21	Getting your first product online
22	How to become a client of the Sidley Pro bono Program?
23	How to extract value in supply chain using Freight Forwarders?
24	How to market products to increase e-commerce sales?
25	How to transport your products?
26	How to use PayPal for online payment solutions?
27	Intellectual Property – An Introduction
28	ITC SheTrades & MAERSK Webinars #1: 'How to Transport your Products'
29	Make your Business Investment Ready
30	Pay Pal Webinar
31	Pitching Preparation and Leadership
32	Q&A Session with eBay on Making the most of your eBay shop

33	Q&A Session with eBay on Shipping Solutions
34	Q&A Session with our e-commerce expert
35	Q&A sessions with eBay and PayPal: eBay Promotional Tools
36	Q&A sessions with eBay and PayPal: eBay seller Hub
37	Q&A sessions with eBay and PayPal: Inventory that sells
38	Q&A sessions with eBay and PayPal: Listing Optimization
39	Q&A Sessions with eBay on International expansion
40	Q&A Sessions with eBay on Seller Hub Promotions
41	Real Estate - What do I need to know when leasing/owning/managing land/office space?
42	Setting up international shipping
43	SheTrades and eBay Webinar Q&A
44	Sidley Pro Bono - How can I receive free legal advice?
45	Structuring your Business: Corporate and Tax Considerations
46	Subscribing to basic store and creating your own store front on eBay
47	Trade - How do I export to the United States and Europe?
48	Trade Matters
49	Understanding what Venture Capitals look for
50	What documents do you need for customs and exporting?