



**International Trade: Export-Import Procedure  
 and Documentation-Trainers/Promoters Programme**

|   |  |  |
|---|--|--|
| <b>A. Name of the Institute</b>   | The National Institute for Entrepreneurship and Small Business Development (NIESBUD)   |  |
| <b>B. Name/ Title of the Course</b>   | <b>International Trade: Export-Import Procedure and Documentation-Trainers/Promoters Programme</b>   |  |
| <b>C.Course dates with duration in weeks</b><br>[Note: dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodations, etc. No request for change in dates, once approved/ circulated will be entertained]                                    | <b>From 13.02.2023 to 24.02.2023</b><br><br><b>2Weeks</b>  |  |
| <b>D. Eligibility Criteria for participants</b><br>1. Educational Qualifications<br><br>2. Work Experience required, if any<br><br>3. Age Limit (note: ITEC norms is 25-45 years)<br><br>4. Target Group (Level of participants and target ministries/ departments etc. may be indicated) | <ol style="list-style-type: none"> <li>1. A Level or Equivalent<br/><b>The medium of instruction being English, adequate knowledge of English is necessary for effective participation.</b></li> <li>2. Sufficient experience about international business and in promoting entrepreneurship and business development and working as Trainers/faculties consultants in promoting entrepreneurship and business development/promoters in government department's corporation, financial institutions, including banks, training organizations, consultants/or voluntary organizations.</li> <li>3. 25-50 years</li> <li>4. The programme is recommended basically for trainers/faculties consultants working in government departments corporations, financial institutions, including banks, training organizations, consultants/or voluntary organizations engaged in promoting entrepreneurship and small business development.</li> </ol> |  |
| <b>E. Aims &amp; Objectives of the course</b>   | <ul style="list-style-type: none"> <li>• To impart knowledge for develop entrepreneurship mind set in export-Import Trade</li> <li>• To enhance the knowledge and skills of the participants to understand overall perspective of the international business environment</li> </ul>  |  |



|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• To understand foreign trade policy, procedure &amp; its benefits</li> <li>• To discuss the techniques of identifying export opportunities and undertake export marketing in New Normal situation.</li> </ul>  |
| <p><b>F. Learning Outcomes</b></p>   | <p><b>Knowledge:</b><br/>         The programme will equip the trainers/promoters with knowledge of the total spectrum of International Trade, Export &amp; Import Documentation, entrepreneurship development process, conducting Entrepreneurial Motivation Training (EMT), understand the dynamics of enterprise launching; analyze the environment, identify business opportunities, make business plans, analyze risks, project management techniques and handholding and mentoring skills</p> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Export &amp; Import Documents Handling</li> <li>• Enterprise launching competencies</li> <li>• Enterprise Management competencies</li> <li>• Behavioral competencies</li> </ul>   |
| <p><b>G. Course Contents/ Syllabus</b> (please attach course details/ profile)</p> | <p><b><u>COURSE CONTENTS</u></b></p> <p><b>Entrepreneurship and Entrepreneurial quality Development</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship, it's need and relevance for economic empowerment</li> </ul> <p><b>Entrepreneurial Motivation Training</b></p> <ul style="list-style-type: none"> <li>• Characteristics of Entrepreneurs</li> <li>• Dynamics of motivation</li> <li>• Understanding Risk Taking Behavior for Enterprise Development</li> <li>• Understanding Goal Setting Behavior</li> <li>• Achievement planning orientation</li> <li>• Developing Life skills for Entrepreneurs</li> </ul> <p><b>Enterprise Management</b></p> <ul style="list-style-type: none"> <li>• Personnel</li> <li>• Production</li> <li>• Marketing</li> <li>• Finance</li> <li>• Total Quality Management</li> <li>• Leadership and Team Building</li> <li>• Supply Chain Management</li> </ul> |



- Business Process Re-engineering
- E-marketing

#### **An Overview of International Trade**

- Types of International Trade
- Scope and Importance of International Trade
- Problems and Challenges of International Trade

#### **Business Opportunity in International trade**

- Five Ps of International Business
- Cost of International
- Challenges and Opportunities of International Business

#### **Barriers of International Trade**

- Drivers of International Trade
- Hurdles of International Trade

#### **Globalization of SMEs**

- Constraints of SMEs
- Impact of Globalization on SMEs

#### **Product and Market Selection in International trade**

- International Marketing
- International Marketing Strategies
- Constraints of International Marketing

#### **Online Marketing & Finding Buyers in International trade**

- Need & Scope of Digital Marketing
- Constraints of Digital Marketing

#### **International Trade Documentation**

- Importance of Documents
- Global Logistics
- Inbound Logistics
- Export Documents
- Import Documents
- Payment Terms

#### **International Trade Finance**

- Trade Finance product and Solutions
- Trade Finance Mechanism and Its players



|  |  |
|--|--|
|  | <p><b>Risk Management in International Trade</b></p> <ul style="list-style-type: none"><li>• Foreign Exchange Risk Management</li><li>• Cross Culture Risk Management</li><li>• Currency Risk</li><li>• Commercial Risk</li><li>• Country Risk</li></ul>   |
| <p><b>H. Mode of Evaluation of performance of the participants</b></p> | <p>The overall performance of the participants will be assessed on the following criteria:</p> <ul style="list-style-type: none"><li>• Participation- Attendance, Punctuality, Discipline, class room participation.</li><li>• Reading Summaries</li><li>• Business Plan or Project</li><li>• Multiple choice Test</li><li>• Back home task plan</li></ul> |

\*\*\*\*\*