



राष्ट्रीय उद्यमिता एवं लघु व्यवसाय विकास संस्थान  
The National Institute for Entrepreneurship and Small  
Business Development (NIESBUD)  
An Autonomous Institute under Ministry of Skill Development and  
Entrepreneurship, Govt. of India

## 10.

<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> [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 19.02.2025 to 04.03.2025</b>	<b>2 Weeks</b>
<b>D. Eligibility Criteria for participants</b> 1. Educational Qualifications  2. Work Experience required, if any  3. Age Limit (note: ITEC norms is 25-45 years)  4. Target Group (Level of participants and target ministries/ departments etc. may be indicated)	1. A Level or Equivalent <b>The medium of instruction being English, adequate knowledge of English is necessary for effective participation.</b>  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.  3. 25-50 years  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.	
<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>
<b>F. Learning Outcomes</b>	<p><b>Knowledge:</b> 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>
<b>G. Course Contents/ Syllabus</b> (please attach course details/ profile)	<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



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	<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>Good Governance schemes to be covered:</b></p> <ul style="list-style-type: none"><li>• Invest India Initiative</li><li>• Start Up India</li><li>• India's Export Import Policy</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>