



## TRADE KNOWLEDGE AT YOUR FINGER TIPS

Much of ITC's work helps build capacity, either through training or advisory services. ITC is constantly capitalizing on new technologies and seeking out opportunities to reduce the costs of its services and expand their reach.

ITC's online learning programme offers a series of online courses and access to educational material on a range of trade-related topics.

The programme aims to provide staff in trade support institutions (TSIs), enterprises - particularly SMEs - and trade policy specialists with access to pragmatic, topical online courses and learning materials to support their skill development.

## ITC ONLINE LEARNING KEY FEATURES

Quality in technical assistance is central for ITC. This is why we quickly decided upon a few key features of our online offering in order to ensure that the quality expected by our beneficiaries is also maintained our the online learning course offering. All ITC courses are:

- Vocational
- Tutored
- Time-bound
- Evaluated

**"Online platforms offer a viable and cost-effective route to lifelong learning, which is becoming a necessity in a world in which the value of knowledge-intensive flows is growing faster than other flows."**

McKinsey Global Institute  
April, 2014



## A STRUCTURED APPROACH

Our tutored online courses are segmented in three categories:

- Short Courses (2 weeks),
- Advanced Courses (5 to 8 weeks) and
- Certificate Programmes (up to 8 months).

The course catalogue is constantly being enriched by ITC.

Course content is available free of charge. The SME Trade Academy is also currently developing a range of Advanced Courses, for which comprehensive assessments are available for \$200.

Tutors include both ITC subject matter experts and external, guest experts who are often globally recognized references in their topic of expertise. We partner with Academic and Trade Support institutions on course development and delivery.

Welcome to ITC's SME Trade Academy!

Visit: <http://learning.intracen.org>

### An "Aid for Trade" multiplier

Online learning helps ITC to :

- Increase our outreach, including to parts of the world which may not be benefitting from specific ITC projects;
- Enhance the quality of technical assistance by effectively complimenting face-to-face workshops and enabling online participant coaching and evaluation both pre and post-workshop;
- Enrich training content through peer discussions amongst participants from several countries at nearly non-existent marginal cost (courses involve participants from an average of 15 countries);
- Improve outputs and impact tracking through improved access to statistical and performance related data as well as levels of participation rates; and
- Reduce ITC's carbon footprint through an overall reduction in field missions.



## ITC ONLINE LEARNING IN KEY NUMBERS

Over **10500** participants enrolled since April 2014

**43%** of which are women

**61%** are between 18 and 34 years old, **28%** 35-45 years old and **11%** above 45.

We have an average course completion rate of over **50%** which is quite high by online learning standards;

Participants come from **155** countries,

**27%** of which are Least Developed Countries (LDCs)

and **60%** are developing economies (not LDCs)

## A DEDICATED TEAM WITH EXTENSIVE PEDAGOGICAL EXPERTISE

To support the ambitious 2015-17 Online learning Programme, the online learning team at ITC is composed of staff boasting a wide variety of expertise areas, including:

- Pedagogical and instructional design
- Multimedia Web design and creation
- Video production
- Sketch animation
- Video whiteboarding, and
- Advanced Learning Management System and IT programming

## COURSE PORTFOLIO

### Improving TSI Services

- Advocacy and Trade Policy Reform (EN & FR)
- Understanding the Role of Trade Support Institutions (EN & FR)
- Helping SMES Generate Export Business
- Working with Foreign Trade Representatives (EN & FR)
- Client Management for TSIs

### Entrepreneurship

- Approaching Banks for Finance
- Taking the Entrepreneurship Route
- Engaging with the Diaspora for Trade
- Considering Export Markets

### SME Competitiveness

- Setting up an Export Marketing Strategy (EN & ESP)
- Introduction to Supply Chain Management (EN & ESP)
- Trade Finance for Exporters (6 weeks)
- Introduction to Cross-Border Contracts
- Introduction to Standards and Sustainability
- The Role of Standards in Sustainable Supply Chains

### Sector Development

- Introduction to Exporting Coffee
- Women and Procurement
- Cross-Border IT and ITES Outsourcing
- Standards and Certifications for IT and ITES Outsourcing

### Trade Intelligence

- Building a Trade Information Service (EN, FR & ESP)
- How to Analyse Trade Flows

Apart from two 6-week Advanced Courses, all courses are Short Courses.

Go to the SME Trade Academy  
at: [learning.intracen.org](http://learning.intracen.org)

"Investment is not just about physical infrastructure, or direct investment in factories. Investment is also about any country's biggest asset — its people. Investing in human capital and building skilled work forces, is the key to success in the 21st century. This is why we will continue to focus on building skills for trade through our SME Trade Academy"

Arancha Gonzalez, the Executive Director of the ITC  
October 2015

"I am very glad to have been able to participate in this course. It provided me with important information that helped me to understand the role of FTRs and TSIs and how they can assist SMEs in order to grow."

Participant who successfully completed the course  
"Working with Foreign Trade Representatives"  
October 2015

## WHAT'S NEXT ?

### Target Portfolio of Courses

The Online learning Programme for 2015-2017 will closely translate ITC's Strategic priorities over the same period and deliver courses along our six focus areas:

- Trade and market intelligence for SME competitiveness
- Supporting regional economic integration and South-South trade
- Connecting to value chains: SME competitiveness, diversification and links to export markets
- Strengthening trade and investment support institutions
- Promoting and mainstreaming inclusive and green trade
- Building a conducive policy and business environment through public-private partnerships

## FOR MORE INFORMATION

### Accessing the SME Trade Academy

Web: <http://learning.intracen.org>

Contact: [e-learning@intracen.org](mailto:e-learning@intracen.org)



# SME Trade Academy



Capacity building through online learning

Visit: [learning.intracen.org](http://learning.intracen.org)

