

# Online Courses for Business Startups, Entrepreneurship and Export Strategies

Massive Open Online Courses (MOOCs) are free online courses open for anyone. MOOCs provide an affordable way to learn new skills and gain valuable knowledge in different fields, including entrepreneurship, business startups and export and trade strategies.

## The following websites offer MOOCs:

- **The ITC (International Trade Centre) SME trade Academy** offers a series of online courses and access to learning materials for entrepreneurship and trade related topic especially for SMEs. The online courses are segmented in three categories: Short Courses (2 weeks), advanced Courses (5 to 8 weeks) and certificate Programmes (up to 8 months) These courses are free of charge for participants from Least Developed Countries, such as Nepal. (<https://learning.intracen.org/#/Default>) Under the following link you can subscribe to the ITC SME Trade Academy's newsletter and receive regular updates about upcoming courses: [https://docs.google.com/forms/d/e/1FAIpQLSd\\_NLc0yhQzslrL\\_oQ4EFGt0IBsyZ6CysNZ4QX1SXaOUkpIA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd_NLc0yhQzslrL_oQ4EFGt0IBsyZ6CysNZ4QX1SXaOUkpIA/viewform)
  - **openSAP** offers online courses in the field of digital economy, IT and software skills. The courses are often supplemented with discussion forums to interact with peers and experts, as well as group work. All courses are offered free of charge. The courses last for 2 – 6 weeks with a workload of 2 – 5 hours per week. (<https://open.sap.com/courses>)
  - **AISECT MOOC** is India's largest online open learning platform. AISECT provides courses for example in the field of digital literacy and IT skills, business and enterprise skills and health and safety. AISECT offers courses on school curriculum as well as courses on higher education subjects. All courses are offered free of charge. The workload ranges from 20 to 60 hours. (<http://study.aisectonline.com/>)
  - **edX** provides courses from the world's best universities and institutions to learners everywhere. It was founded by Harvard University and MIT in 2012 and has more than 90 global partners (universities, nonprofits, and institutions) EdX offers courses in computer science, languages, engineering, psychology, writing, electronics, biology, or marketing. The courses are freely available and for 5 – 10 weeks. (<https://www.edx.org/course>)
  - The **Open Learning Campus (OLC)** of the World Bank provides learning opportunities where diverse audiences can learn at their own pace and access the knowledge they need to tackle development challenges. The goal of the OLC is the promotion of leadership and technical capabilities of all development stakeholders-partners, practitioners, policy makers, staff, and the public. The courses are free of charge and documents can be downloaded. (<https://olc.worldbank.org/>) Additionally to Moocs the World Bank open learning campus offers talks, podcasts, videos, briefs and games that provide an overview of materials targeted to learner-specific interests. (<https://olc.worldbank.org/wbg-talks>) Furthermore it provides an online forum where you can engage with others through peer and expert learning. You can participate in discussions and exchange knowledge with World Bank Group staff, clients and partners. (<https://olc.worldbank.org/wbg-connect>)
  - **MOOC List:** On this Website are listed online courses on all kind of topics from different providers (<https://www.mooc-list.com/>) You can also subscribe to the MOOCs List email newsletter and be informed about upcoming online courses. (<https://news.mooc-list.com/#/>)
- There are a series of online platforms where you can ask questions and get answers about starting a new business, growing a business or exporting products. Furthermore you can discuss business and problems and challenges with other entrepreneurs and professionals.
- **Startup Nation** is forum for anyone interested in learning about startups. It has over 83,000 users and information on many issues that entrepreneurs face when starting up a business. The platform provides basic information but also discussions around planning and marketing. (<https://www.startupnation.com/community/>)
  - The **Warrior Forum** mainly covers internet marketing but is a useful resource for entrepreneurs looking to start an internet-based business. (<http://www.warriorforum.com/>)

- **CNET's small business and startups forum** is a good source for finding tips and solutions to owning your own business on or offline. It provides a wide assortment of discussions ranging from purchasing decisions, best practice tips, online security to successfully managing a small business or starting a new one (<https://www.cnet.com/forums/small-business-startups/>)
- The **small business forum** covers a wide range of entrepreneurship related topics like taxes, financing, and legal or regulatory issues. It also offers a classifieds section where you can find professionals to help you with copywriting, social media marketing, and website design and development. (<https://www.smallbusinessforums.org/>)

## Starting a business and entrepreneurship

Course title	Provider	Course Description	Course Details
<b>Taking the entrepreneurship route</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=174">https://learning.intracen.org/course/info.php?id=174</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 4 September 2017 <b>Course access:</b> open to public registration <b>Course fee:</b> Free of charge
<b>Competitiveness through Enterprise Sustainability</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=237">https://learning.intracen.org/course/info.php?id=237</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 21 August 2017 <b>Course access:</b> open to public registration <b>Course fee:</b> Free of charge
<b>Approaching Banks for Financing</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=148">https://learning.intracen.org/course/info.php?id=148</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 14 August 2017 <b>Course access:</b> open to public registration <b>Course fee:</b> Free of charge
<b>Women: Build Outrageously Successful Businesses from Scratch</b>	<b>SAP: openSAP courses:</b> <a href="https://open.sap.com/courses/tsbe1-tl">https://open.sap.com/courses/tsbe1-tl</a>	If you have a great business idea, this course helps you get to grips with your entrepreneurial spirit and learn the skills and strategies to build a successful business. Beyond the basic skills required around marketing, finance, and team-building, you will gain skills in the field of listening and evaluating feedback and developing resilience. This course is not just for women but for anyone interested in getting started with their own business. Each unit focuses on one key aspect of building and scaling your business and contains practical examples and down-to-earth tips.	<b>Language:</b> English <b>Time required:</b> 4-6 hours <b>Date:</b> The course took place in October 2016. The online materials are still accessible and it is possible to register for the course in self-paced mode. <b>Course access:</b> Anyone can register. <b>Course fee:</b> Free of charge
<b>Introduction to new business development for young people from all over the world</b>	<b>Entrepreneurs without borders – Politecnico Milano:</b> <a href="https://www.pok.polimi.it/courses/course-v1:Polimi+EWB101+2017_M4/about?utm_medium=referral&amp;utm_campaign=sidebar&amp;utm_source=mooc-list">https://www.pok.polimi.it/courses/course-v1:Polimi+EWB101+2017_M4/about?utm_medium=referral&amp;utm_campaign=sidebar&amp;utm_source=mooc-list</a>	This course is addressed to people from anywhere in the world, particularly to students and young graduates who want to learn about new business development and to see if this is something for them. The course is a joint initiative with UNCTAD, the United Nations Conference on Trade and Development ( <a href="http://unctad.org/">http://unctad.org/</a> ) which has installed entrepreneurship centers, and is delivering Empretec, a behavioral entrepreneurship training programme ( <a href="http://empretec.unctad.org">http://empretec.unctad.org</a> ), in 36 developing countries. <b>Course content:</b> <ul style="list-style-type: none"> <li>- Learn why and how new business enterprises are the motor of innovation and development.</li> <li>- Understand how to behave as an entrepreneur.</li> <li>- Understand why and how living in a country with limited resources, or being a young person or a woman is not at odds with new business development.</li> <li>- Learn how new enterprises can grow by entering international markets and joining global value chains.</li> <li>- Learn about new business models that deal with emerging societal challenges.</li> </ul>	<b>Language:</b> English <b>Time required:</b> 4-5 hours / week <b>Date:</b> The course already took place, but it is still possible to register and have access to the materials. <b>Course access:</b> Anyone can register. <b>Course fee:</b> Free of charge.

<b>How to build a startup</b>	<b>Udacity:</b> <a href="https://www.udacity.com/course/how-to-build-a-startup--ep245?utm_medium=referral&amp;utm_campaign=api">https://www.udacity.com/course/how-to-build-a-startup--ep245?utm_medium=referral&amp;utm_campaign=api</a>	This course provides insights into the key steps needed to build a successful startup. The main idea is learning how to rapidly develop and test ideas by gathering massive amounts of customer and marketplace feedback. Many startups fail by not validating their ideas early on with real-life customers. In order to mitigate that, students will learn how to get out of the building and search for the real pain points and unmet needs of customers. Only with these can the entrepreneur find a proper solution and establish a suitable business model.	<b>Language:</b> English <b>Time required:</b> 6 hours a week for 1 month <b>Date:</b> self-paced <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge.
<b>Solve real business problems</b>	<b>Coursera:</b> <a href="https://www.coursera.org/specializations/wharton-business-foundations?authMode=login">https://www.coursera.org/specializations/wharton-business-foundations?authMode=login</a>	In this course, you'll develop basic literacy in the language of business, which you can use to transition to a new career, start or improve your own small business, or apply to business school to continue your education. In five courses, you'll learn the fundamentals of marketing, accounting, operations, and finance. In the final Capstone Project, you'll apply the skills learned by developing a go-to-market strategy to address a real business challenge.	<b>Language:</b> English <b>Time required:</b> 4-5 hours a week over 5 weeks <b>Date:</b> 10 July – 21 August <b>Course access:</b> open to public enrolment. <b>Course fee:</b> First 7 days free, then 49 USD per month.

## Export and trade strategies

Course title	Provider	Course Description	Course Details
<b>Considering Export Markets</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=189">https://learning.intracen.org/course/info.php?id=189</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 28 August 2017 <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge
<b>Engaging with the Diaspora for Trade</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=199">https://learning.intracen.org/course/info.php?id=199</a>	This course introduces participants to the various roles and motivations of the diaspora in expanding international trade with SMEs from their countries of origin, whether specifically to diaspora markets, or to wider markets in the diaspora's host country. It showcases useful ways of tapping into the diaspora for trade, and presents the most common pitfalls which SMEs should avoid when attempting to do this.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 21 August 2017 <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge
<b>Building Competitiveness in Trade in Services</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=236">https://learning.intracen.org/course/info.php?id=236</a>	This course introduces participants to the different aspects of competitiveness in trade in services, with the aim of identifying specific actions to enhance it. The course lectures cover the importance of trade in services for a country's economy from a developmental perspective, the framework for assessing competitiveness in trade in services, and finally the role which Trade and Investment Support Institutions (TISIs) can play in supporting small and medium service enterprises through policy advocacy, sector development and capacity building. Particular focus is placed on value chains, as well as on the role of digital technology for trade in services.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 18 September 2017 <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge
<b>Export Sales and Negotiation</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=261">https://learning.intracen.org/course/info.php?id=261</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 11 September 2017 <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge
<b>Setting up an Export Marketing Strategy</b>	<b>ITC: SME Trade Academy:</b> <a href="https://learning.intracen.org/course/info.php?id=147">https://learning.intracen.org/course/info.php?id=147</a>	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.	<b>Language:</b> English <b>Time required:</b> 4 hours of study over 2 weeks. <b>Next start date:</b> 14 August 2017 <b>Course access:</b> open to public enrolment. <b>Course fee:</b> Free of charge

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