

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	National Institute for Entrepreneurship and Small Business Development (NIESBUD)
B. Name/Title of the Course	International Marketing & Global Competitiveness (IMGC)
C. Course Dates with Duration in Weeks <i>[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]</i>	From 03 July – 11 August 2016 6 Weeks / 1-1/2 Month
D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required, if any 3. Age Limit <i>[note: ITEC norms is 25-45 years]</i> 4. Target Group <i>[Level of participants and target ministries/departments etc. may be indicated]</i>	I) 'A' Level or Equivalent The medium of instruction being English, adequate knowledge of English is necessary for effective participation. II) Sufficient experience in the area of Entrepreneurship Education, Human Resource Development, Management, Self Employment and Small Business Development and working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc. III) 25-50 Years (IV) The programme is suitable for the Senior Officials, Directors, Executives, Consultants engaged in Entrepreneurship Education, Human Resource development, Management, Self Employment and Small Business Development working in Government, Non-Government Organizations, Universities, Business, Schools, Colleges, Banks etc.
E. Aims & Objectives of the Course	The Programme has been designed <ul style="list-style-type: none"> • To share Indian & International experiences on competitiveness • To acquire knowledge & skill for export marketing • Understand the policies for International Planning & develop plan for the same. • To develop action plan for global competitiveness
F. Learning Outcomes	Knowledge: The programme will help building the capabilities of trainers/promoters by enabling them to understand and appreciate the total spectrum of international marketing and acquire knowledge for export marketing and designing training curriculum on the basis of country cum market specific needs and requirements. Skills: <ul style="list-style-type: none"> • Effective Marketing & Selling skills with a global perspective

	<ul style="list-style-type: none"> • Personal Skills – Leadership, Team Building, Interpersonal communication, Effective Negotiation, Creativity & Innovation, Training & Counseling • IT Skills – Digital Marketing • Problem Solving and Decision Making
<p>G. Course Contents / Syllabus <i>[please attach course details / profile]</i></p>	<p><u>COURSE CONTENTS</u></p> <p>Introduction</p> <ul style="list-style-type: none"> - Emerging trend in entrepreneurship development - New challenges for entrepreneurs - Micro, Small & Medium Enterprise Scenario in India - Cluster development approach - Globalization & liberalization <p>Determining the Global Competitiveness of a Country</p> <ul style="list-style-type: none"> - Sharing country experience - New challenges for entrepreneurs - Documentation - E-marketing - Support – International Marketing - International Trade & W.T.O. conditionality <p>Global Competitiveness of an Enterprise</p> <ul style="list-style-type: none"> - Sensing export opportunities - Innovation & technology - Facility & encouragement for export marketing - Buyers/sellers meet - Competitiveness for Growth - Strategic planning to become a winner - Performance appraisal and management - Role of cluster development in international marketing - Globalization & liberalization <p>Entrepreneurial Competencies</p> <ul style="list-style-type: none"> - Goal Setting & Risk Management - Competency Mapping - Effective Communication - Leadership & Team Building <p>Study Visit</p> <ul style="list-style-type: none"> - Study of the organizations engaged in Export & International Marketing - Study of the Business Enterprises in Export & International Marketing
<p>H. Mode of Evaluation of performance of the participants</p>	<ol style="list-style-type: none"> 1. Individual assignment/presentation 2. Content & Originality 3. Group work 4. Study Visit reports 5. Action Plan preparation & presentation 6. Attendance 7. Overall behavior during program

