

TRAINING COURSE TRACK

Marketing

Learn different marketing strategies to acquire and retain customers



- All About Marketing Automation – What it is & Why it works
- Boost Your Business with Facebook
- Effective Business Websites
- Email Deliverability 101: 4 Tips to Inbox Success
- Email Marketing: Engage Your Audience with Personalized Emails at Scale
- Fundamentals: Learn Digital Marketing Concepts
- How to Increase Your Business in the US Market for Electrified Furniture
- Marketing Benefits vs Features
- Mistakes We've Made with Digital Advertising and How to Avoid Them
- Selling Online
- Setting Prices
- Social Media Marketing
- Strengthening Global Presence through Online Marketing
- Unique Value Proposition
- Your Target Audience
- How to Access Global Markets with Sustainability Certifications – GREENGUARD

MANAGEMENT



Run and manage your business effectively by acquiring key skills and tools that every entrepreneurs must have

- Artificial Intelligence – Opportunity or Threat for SMEs?
- Design Thinking and Challenge Management
- Developing High Performing Teams
- Social Entrepreneurship
- Strategic Planning

Check out fo more courses here:
www.asean-sme-academy.org/training/

COURSE CONTRIBUTORS



Be updated on and join in the Academy webinars. Explore and learn more about the how-tos and know-hows of entrepreneurship.

Create your own user profile for free!

The Academy can be accessed at
www.asean-sme-academy.org

For more information, you may contact:



US-ASEAN Business Council
sme@usasean.org

Department of Trade and Industry
Bureau of SME Development
BSMED@dti.gov.ph

**Philippine Trade Training Center -
Global MSME Academy**
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Connect with us:

www.facebook.com/ASEANSMEAcademy



ASEAN SME Academy

www.asean-sme-academy.org



ASEAN SME ACADEMY

The **ASEAN SME Academy** (the Academy) is a one-stop multiplatform online learning and information resource which aims to provide ASEAN micro, small and medium enterprises (MSMEs) with a self-help and self-paced online learning tool.

STEPS TO COMPLETE A COURSE



TRAINING COURSE TRACK

The Academy offers **over 50 FREE courses** categorized under the following tracks:



FINANCE/ ACCOUNTING

Understand and efficiently handle the financial aspects of your business

- Basics of Finance
- Cash Flow
- Finding Funding
- Getting the Most Value from Card Acceptance
- Profit and Loss
- Sales Forecasting

TECHNOLOGY

Equip yourself with digital skills for a faster, more convenient, and more efficient way of performing business transactions



- Applied Digital Skills
- Computer Basics
- Computer Security and Privacy
- Digital Lifestyles
- Google Cloud Training
- Minimizing the Risk of Fraud
- Primer
- Primer App
- Productivity Programs
- Skillshop
- The Internet, Cloud Services, and the World Wide Web
- IT for Business Success
- The Internet of Things with SAP
- Digitalization and Its Impact for SMEs
- Cloud-Native Development with SAP Cloud Platform
- Sustainability through Digital Transformation
- Tool for Entrepreneurship and Innovation



LOGISTICS

Maintain effective logistical procedures to reduce cost and more efficient end-to-end inventory flow

TRAINING COURSE TRACK

- Basics of Logistics for Export
- Furniture Safety Requirements for the US Market
- Digital Supply Chain – From Design to Operate
- Inventory Management

HUMAN RESOURCES

Realize the role of effective human resource management in boosting employees' productivity



- Effective Leadership
- Hiring Staff
- Intrapreneurship – Employee-driven Innovation

OPERATIONS

Familiarize yourself with different business processes that can help you effectually run the day-to-day inner workings of your business



- Business Email
- Connecting Global Commerce
- Customer Relationship Management (CRM)
- Effective Presentations
- Energy Efficiency: Do More for Less
- Enterprise Architecture in the Era of the Intelligent Enterprise
- Legal Aspects of Cross-Border E-commerce
- Managing Contact Information
- Maximizing Capacity
- Presenting Data
- Problem Solving and Entrepreneurship through Innovation
- Small Business Owners Training
- Sustainability: Learning from Leading Companies
- The Aspiring Entrepreneurs
- Tool for Business Plan Development
- Webinar: Enhancing Digital Skills for Thailand SMEs in COVID-19