

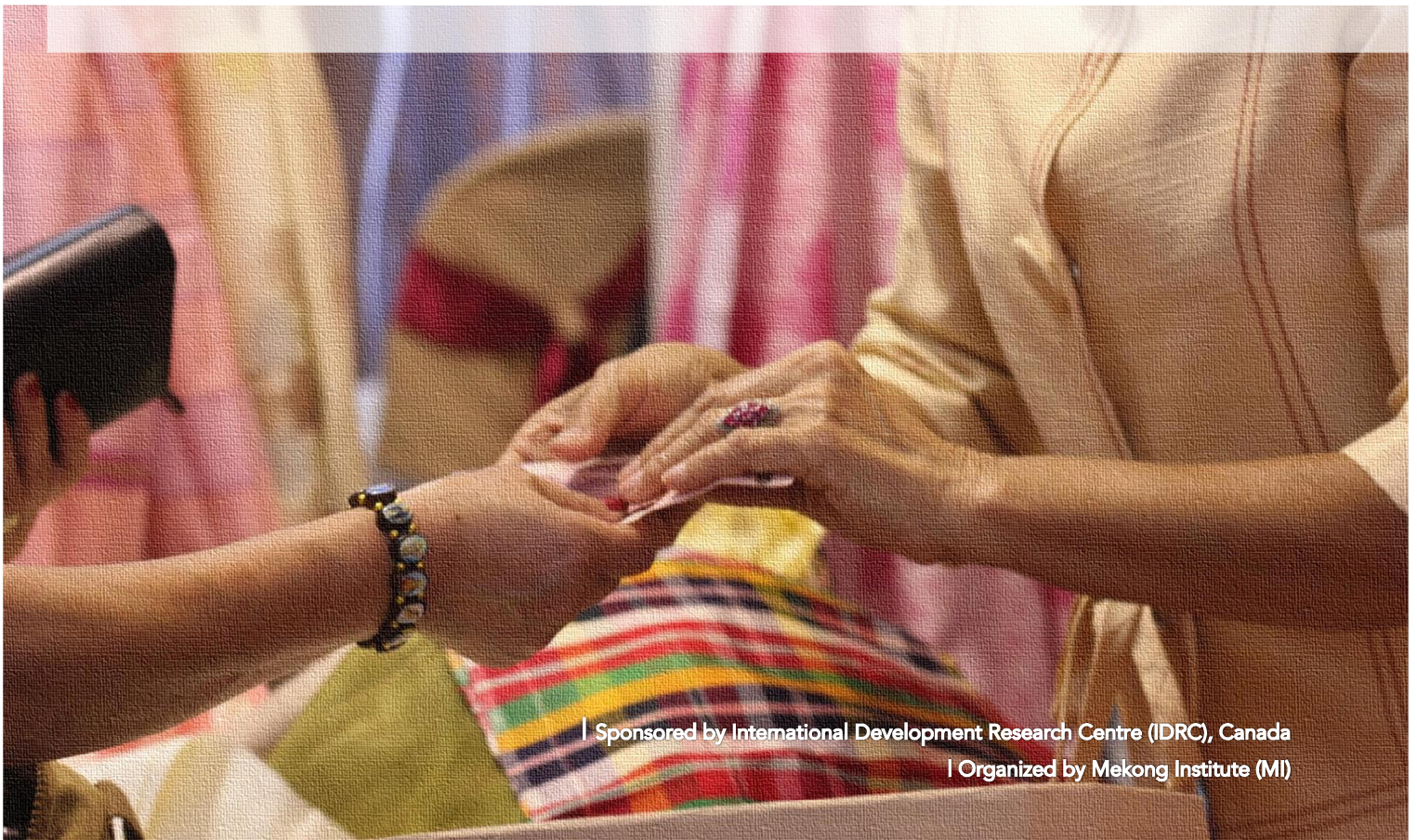


# Curriculum Design Statement

Project on Making Trade Work for Small Producers in Southeast Asia's Least Developed Countries

## Regional Modular Training on Promoting Women Entrepreneurship for Export Business

July 3-14, 2017 | Khon Kaen, Thailand



| Sponsored by International Development Research Centre (IDRC), Canada  
| Organized by Mekong Institute (MI)

# Curriculum Design Statement

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Training course:	<b>Promoting Women Entrepreneurship for Export Business</b>
Project title:	Making Trade Work for Small Producers in Southeast Asia's Least Developed Countries
Implementing Agency:	Mekong Institute, Khon Kaen, Thailand
Activities:	1) Two weeks training at Mekong Institute, July 3-14, 2017 2) Action Plan Implementation, Jul – Nov 2017 2.1) Attend trade promotion events, Oct 2017 3) Synthesis and Evaluation workshop, 2 days in Dec. 2017
Target Participants:	<u>Category I</u> : 24 Existing and Prospective Women Entrepreneurs from Cambodia, Laos, Myanmar and Vietnam; <u>Category II</u> : 6 (six) middle-senior level of officers from SME development and promotion agencies and associations; Ministry of Commerce/ Industry, Entrepreneurship training institute, Trade Training Institutes, Chamber of Commerce and Women Business Associations in Cambodia, Laos, Myanmar and Vietnam

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## 1. Background

Women's entrepreneurship has been recognized as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed so that the economic potential of this group can be fully utilized. According to the Global Entrepreneurship Monitor, 48 percent of entrepreneurs globally are women. However, only a small percentage of entrepreneurs in any given country are growth oriented and an even smaller percentage actually grows a business (estimates range from 3 to 10 percent). Growth oriented women entrepreneurs face challenges such

as lack of access to support services and relevant knowledge as well as regulatory and legal barriers.

The Greater Mekong sub region especially Cambodia, Laos, Myanmar and Vietnam presents a similar situation. In Cambodia 55 percent of all businesses are owned by women, whereas in Lao PDR and Vietnam women owned businesses represent 40 and 25 percent, respectively.

According to a study carried out by the International Finance Corporation (IFC), women-owned businesses rarely grow from micro to small and medium-size enterprises. Specific challenges identified among growth oriented women entrepreneurs are the following:

- Limited exposure to innovative practices that could help with product differentiation;
- Few opportunities to upgrade business and technical skills or gain access to business;
- Networks outside of family and friends;
- Lack of capital for expansion;
- Low levels of confidence to take measured risks.

## **2. Objectives**

- To train existing and prospective women entrepreneurs to help them develop and strengthen entrepreneurial qualities and motivation to expand business for regional and global market;
- To provide necessary knowledge and information on business management, finance, marketing, source of assistance, incentives, subsidies, rules and regulations to help them set up business ventures;
- To promote SME sector for business growth for employment generation;
- To promote women led enterprises for export market in the Greater Mekong Sub-region (GMS) countries

## **3. Expected Outcomes**

At the end of project, a group of women entrepreneurs from CLMV would be able to:

- gain knowledge and skills on entrepreneurship development suited to integrate into regional and global market;
- prepare and implement business plan/ export business plan to start/expand businesses for export market.

More specifically, the participants are expected to achieve the following outcomes:

- Imbibe entrepreneurship qualities thorough understanding the concepts of entrepreneurship importance of entrepreneurship for a country's socioeconomic development, process of entrepreneurship, factors critical for entrepreneurship growth and sharing experience with co-participants and interaction with successful women entrepreneurs;
- Identify and assess viable business opportunities;
- Understand their roles in various business situations and make business decisions rationally;
- Understand product value chain in the context of Regional and Global Value Chain (RVC and GVC);
- Identify right market for their products through systematic use of the various trade analysis tools;
- Should be able to collate and analyze the information for value chain analysis;
- Analyze markets, prepare bankable business plan, and conduct feasibility assessment study of a business project;
- Equip the participants particularly the BDS group with the knowledge and skills, as well as strengthen their confidence to coach local SMEs for integration into RVC/GVC

#### 4. Duration and Location

The entire duration of the modular training project is from July 2017 to January 2018 with three successive phases. During this period, participants are required to participate in all three phases as outlined below:

Phase 1: Training Course

Duration: Two weeks – July 3-14, 2017

Location: Mekong Institute (MI), Khon Kaen, Thailand

Phase 2: Action Plan Implementation

Duration: Five months – July – November 2017

Location: In participants' respective countries. Necessary coaching and support will be provided by the MI team through online consultation and site visits.

Phase 2.1: Attend/participate in Trade Promotion Events (on cost sharing basis)

Duration: October 2017

Location: Various (within Greater Mekong Subregion)

Phase 3: Synthesis and Evaluation Workshop

Duration: Two days in December 2017

Location: Mekong Institute (MI), Khon Kaen, Thailand

## 5. Training Contents

In this training program, participants will explore the following interrelated modules:

- Module 1: Entrepreneurship and Small Businesses
- Module 2: Business Environment and Opportunities Scanning for Export Business
- Module 3: Integration of SMEs into Regional and Global Value Chain through E-commerce
- Module 4: Product Market Intelligence- Finding the Right Market
- Module 5: Business Plan and Export Market Plan
- Module 6: Action Plan and Business Plan Orientation

### **Module 1: Entrepreneurship and Small Businesses**

The module will introduce the concept and importance of entrepreneurship and entrepreneurship competencies necessary for business growth and success. In addition, this module will provide the participants background knowledge on the present state of small businesses and their available resources, potentials, obstacles and barriers for growth. This module will also cover creative thinking and creative problem solving along with practical experience in creative stimulation techniques.

Topics under this module include:

- understanding entrepreneurship and entrepreneurship competencies;
- entrepreneurship and small businesses;
- creativity and problem solving;
- creativity stimulation exercises.

On completion of this module, the participants will be able to:

- understand entrepreneurship and entrepreneurship competencies;
- know relationship between entrepreneurship and small business development;
- understand the present situation of small businesses and their barriers to develop;
- realize the importance of creativity and problem solving skill in entrepreneurship promotion;
- understand and utilize methodologies to stimulate creative and problem solving skills.

### **Module 2: Business Environment and Opportunities Scanning for Export Business**

This module will present the concepts of business environment in which small businesses have to operate. It will also highlight business opportunities for new businesses and existing businesses development by providing guidance to find

business opportunities and explore new business ideas. Interface with leading women entrepreneurs will be arranged to share experience.

Topics under this module include:

- understanding business environment;
- case studies on exploring new business opportunities;
- business opportunities guidance;
- developing new and viable business ideas;
- interface with a successful women entrepreneur

At the end of this module, the participants will be able to:

- analyze local business environment and market situation;
- learn the lessons from the success stories of leading entrepreneurs;
- gain knowledge on new business opportunities;
- develop new and viable business ideas;
- present the new business ideas with sound business models.

### **Module 3: Integration of SMEs into Regional and Global Value Chain through E-commerce**

This module will provide the participants an in-depth understanding of value chains and emergence of regional and global value chains and supply chains. The module will also introduce inter-SME trade and RVC/GVC and supply chains.

Sub objective:

- Understanding importance of value chain development.
- Understanding RVC and GVCs and supply chain.
- Exploring possibilities of product and market diversification.

At the end of the module, participants should be able to:

- Understand product value chain in the context of RVC and GVC.
- Should be able to collate and analyse the information for value chain analysis.

### **Module 4: Product Market Identification- Finding the right market**

This module will provide the participants an understanding about the mechanism of international trade. The trade data base (e.g. trade map) will be used to provide practical analysis of the trade data for business decision. The participants will be using trade data for target market identification for their product/products through systematic use of the various trade analysis tools and short listing the countries of export interest.

Sub objective:

- Understanding mechanism of international trade and documentation system of these trade data.
- Understanding the product codification system like Harmonized System code (HS code) and use of these product codes used in trade and different trade data analysis tools.
- Utilize trade data for target market identification.
- Understand market access requirements like tariff and non-tariffs existed in the target market.

At the end of this module, the participants will be able to:

- understand the content of data base and its usefulness in their business like market identification.
- utilize trade data for target market identification

### **Module 5: Business Plan and Export Market Plan**

Ability to prepare a business plan is one of a prerequisite skill for a successful entrepreneur. Therefore, the knowledge and skills inputs related to preparing business plans will be given to the participants in this module. The module will cover basic cost accounting concepts such as cost behavior, costing and pricing techniques and break-even analysis. At the end of this module, the knowledge inputs concerned with assessing the feasibility of a business project will be provided to the participants.

In this module, the following topics will be covered:

- analyzing market and market participants
- preparing business plan for export

At the end of this module, the participants will be able to:

- understand how to assess the potential of a market and behavior of market participant
- prepare business/export market plan

### **Module 6: Action Plan and Business Plan Orientation.**

In this module, participants will be guided to prepare action plan for implementation after the training. The BDS group of participants will prepare action plans to provide local workshops to train SMEs by replicating the training module. The entrepreneur group of participants will prepare business plan to start or expand export business. The action plans will be implemented within a specific period of time, hence all the activities, time line and budget will be worked out to finalize the action plans. The participants need to think out idea on their own and be able to come up with a draft plan that they want to implement after the training.

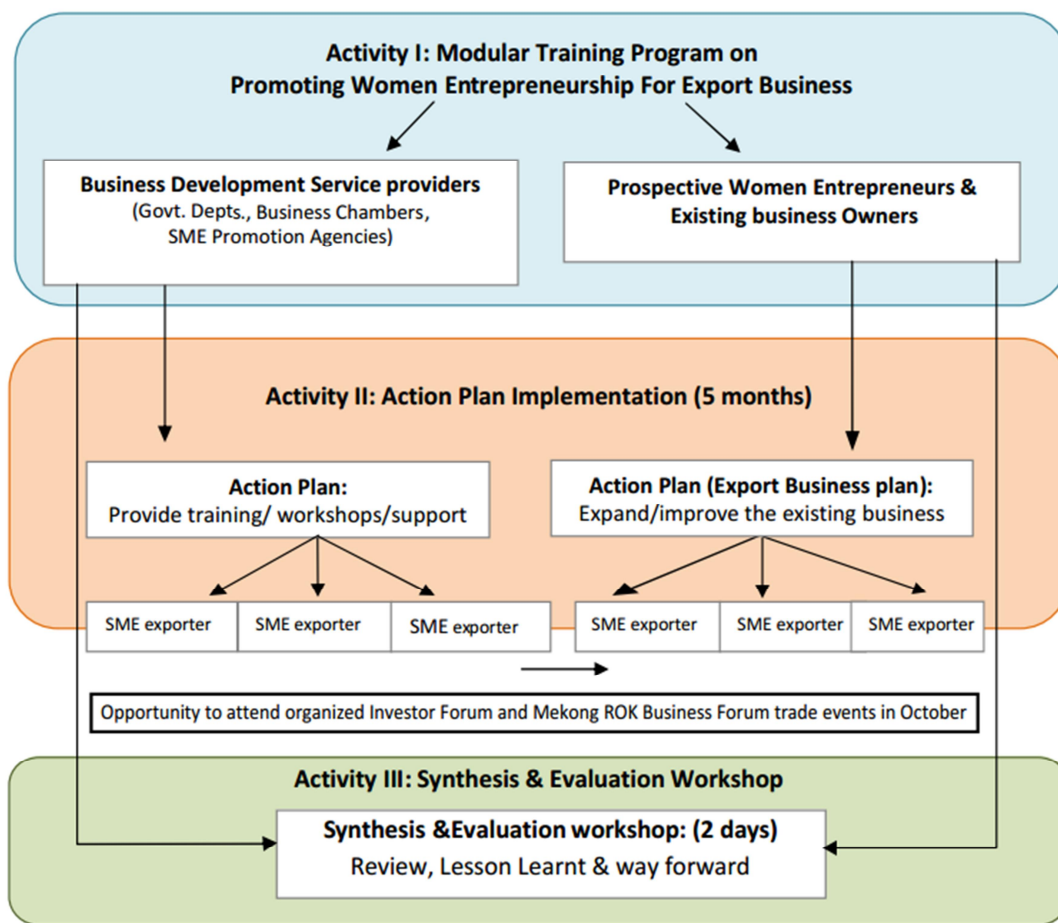
The following activities will be included in this module:

- action/export business plan preparation and coaching;
- individual draft action plan;
- present action plan and submit action plans.

At the end of this module, the participants will be able to:

- prepare draft action/export business plans and make presentation;
- understand clearly the implementation process of the action plan.

## 6. Project Approach



The project approach includes:

- Conduct baseline study to assess the status of women entrepreneurship in CLMV countries, and identify potential women entrepreneurship to be trained;
- Provide two weeks training;



- Conduct action research to record the entire project implementation, while provide technical assistant to facilitate the action plan implementation, which include
  - ✓ 24 women entrepreneurs to finalize their business plan and help them linking with other enabling agencies; meanwhile,
  - ✓ 6 participants representing Business Development Services (BDS) providers would conduct localized workshop to disseminate the training contents to inspire more women entrepreneurs, while invite related supporting agencies to provide consistent support to the 24 women entrepreneurs as well as the indirect women entrepreneurs for implementing their business plan for export.
- Provide marketing opportunities for participants, i.e. invite all participants to organized Investor Forum and Mekong ROK Business Forum;
- Conduct synthesis and evaluation workshops to wrap up and evaluate the project results, share the best practices, challenges and identify the way forward

## 7. Target Participants

The project will support two target groups – Entrepreneurs and Business Development Services (BDS) providers. The entrepreneurs are existing female entrepreneurs who are interested to join the export business.

- 24 female entrepreneurs from Cambodia, Laos, Myanmar and Vietnam will be selected.
- Meanwhile, 6 (six) mid-senior level officials from Ministries of Industry/Commerce, SMEs development and promotion offices, and Chamber of Commerce, Business Associations, Business Consultants will also be selected to represent the BDS group of each aforementioned country.

## 8. Application and Selection

### 8.1 Application Procedure

Category I: Female Entrepreneurs

- Quota: 24 seats in total, 6 seats from each of CLMV countries
- Applicants who are seeking full scholarship must be recommended by the Women Business Association in Cambodia, Lao PDR, Myanmar and Vietnam;
- However, the training program is also open for any women entrepreneurs who are willing to participate on self-payment basis.
- The successful application will include a submitted
  - ✓ i) **Application Form** through the given online link at <https://www.surveymonkey.com/r/womenentrepreneurform>

- ✓ ii) **Questionnaire for Women Entrepreneurs for Baseline Study** through the given online link at <https://www.surveymonkey.com/r/qfwe>
- All applicants are required to submit their application by 23:59 (Thailand time) on **June 21, 2017**
- Only shortlisted applicants will be required to send their CV and be invited for an online interview;
- Only 6 (six) women entrepreneurs per association per country who are the members of Women Business/Entrepreneurs Association will be finally selected to the training with the full scholarship. The scholarship will cover the cost of training fee, travel, accommodation and some meals during the training period.

Category II: Representatives of Business Development Services (BDS) Provider

- Quota: 6 seats in total from CLMV countries
- BDS providers from each country are requested to nominate **two candidates** who work on trade promotion and entrepreneurship development;
- All nominated candidates are required to submit the **"Application Form"** online via the link at [https://www.surveymonkey.com/r/BDS\\_application\\_form](https://www.surveymonkey.com/r/BDS_application_form) by 5pm (Thailand time) on **June 21, 2017**;
- Only shortlisted applicants will be requested to send their CV and be invited for an online interview;
- A total of 6 (six) qualified applicants who represent BDS providers in CLMV countries will be finally selected to the training program with full scholarship. The scholarship will cover the cost of training fee, travel, accommodation and some meals during the training period.
- After attending the training at MI, the selected 6 representatives of BDS providers are expected to assume the role of **potential trainers / facilitators**:
  - 1) to conduct local workshops on the training curriculum to promote women entrepreneurs for export business;
  - 2) to work closely with MI to implement and monitor action/ business plan implementation progress;
  - 3) to mobilize local resources to provide consistent support to women entrepreneurs to be ready for export business in their respective country.

**Note: kindly note that we do not accept applications submitted by e-mail, except for personal CVs after being shortlisted.**

For more application information, please visit the project announcement at [www.mekonginstitute.org](http://www.mekonginstitute.org), or contact the project team.

## 8.2 Criteria for Participants Selection

### Category I: Female Entrepreneurs (24)

Female entrepreneurs should be a member of one of the following associations:

- Cambodia Women Entrepreneurs Association
- Lao Business Women's Association
- Myanmar Women Entrepreneurs' Association
- Vietnam Women Entrepreneurs Council
- Ho Chi Minh City Association for Women Executives and Entrepreneurs

A Baseline Study & Questionnaire, accessible to all members of the above associations, will inform the selection process and will take into consideration (among other things):

- ✓ Age (Under 45 years old)
- ✓ Education of applicant
- ✓ English language ability
- ✓ Current status of business and products
- ✓ Business sector
- ✓ Type of business ownership
- ✓ Current & desired sustainable practices
- ✓ Current & desired business markets
- ✓ Interest in e-commerce
- ✓ Overall motivation for export business

### Category II: Representatives of BDS providers (6)

The project team will take into consideration the following criteria to select dedicated representatives of BDS providers to attend the training program. The selection criterion includes (among other things):

- ✓ Female (preferable)
- ✓ English language ability
- ✓ Experience in promoting entrepreneurship development
- ✓ Coaching and facilitating experiences (as a trainer/ facilitator)
- ✓ Ability (of applicants / affiliated organizations) to mobilize resources to support women entrepreneurs for export business

For more information about the training, please visit the project announcement page at [www.mekonginstitute.org](http://www.mekonginstitute.org). Should you have any inquiries, please also feel free to contact the project team – **Mr. Madhurjya Kumar Dutta**, Director of Trade and Investment Facilitation Department at [dutta@mekonginstitute.org](mailto:dutta@mekonginstitute.org), **Ms. Wen Hao**,

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## 9. Contacts:

Should you have further inquiry about the project, please contact MI team as below:

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