



Trade
Entrepreneurship
MSME Development
Global Opportunities

Practical Knowledge for the Next Generation of Entrepreneurs and Business Professionals

FROM CLASSROOM KNOWLEDGE TO BUSINESS UNDERSTANDING

Today's students will become tomorrow's entrepreneurs, managers, engineers, professionals and business leaders.

Providing them with an understanding of international trade, entrepreneurship, MSMEs, technology, markets and business implementation can help broaden their career and enterprise opportunities.

The CITEP **Export Basics & Entrepreneurship Knowledge Series** is designed to provide practical, structured and easy-to-understand knowledge in these areas.

WHO IS IT FOR?

MANAGEMENT INSTITUTIONS

For students preparing for careers in management, business development, marketing, finance and international business.

ENGINEERING INSTITUTIONS

To help technically qualified students understand how technology, products and innovations can be converted into enterprises and market opportunities.

COMMERCE INSTITUTIONS

To provide practical exposure to business, trade, finance, entrepreneurship and international commerce.

UNIVERSITIES & COLLEGES

Suitable for institutions wishing to introduce additional practical business and entrepreneurship-oriented knowledge resources.

ENTREPRENEURSHIP PROGRAMMES

Can supplement existing entrepreneurship-development initiatives.

MAJOR KNOWLEDGE AREAS



1. EXPORT BASICS

Introduction to:

- International trade
- Export opportunities
- Export readiness
- Export procedures
- Basic documentation
- International markets
- Buyers and suppliers
- Logistics
- Export pricing

2. ENTREPRENEURSHIP

Understanding:

- Business ideas
- Opportunity identification
- Market potential
- Business planning
- Product development
- Enterprise creation
- Risk and decision-making
- Marketing
- Business sustainability

3. MSMEs

Understanding the importance of MSMEs and their role in:

- Employment
- Innovation
- Manufacturing
- Services
- Domestic markets
- Export development

4. TECHNOLOGY & INNOVATION

Understanding how technology can contribute to:

- New products
- Better processes
- Productivity
- Quality
- Competitiveness
- New business opportunities

5. MARKET & CUSTOMER UNDERSTANDING

Students should understand that a good product alone does not automatically create a successful business.

Market demand, customer requirements, competition, pricing and distribution all influence business success.

6. FINANCE & SUPPORT

Awareness of:

- Business finance
- Working capital
- Institutional finance
- Government schemes
- Incentives
- Concessions
- Entrepreneurship support

7. EXPORT MARKETING

Introduction to:

- Market identification
- Buyer identification
- Product presentation
- Business communication
- Digital promotion
- Trade opportunities

8. BUSINESS PROCEDURES

Basic awareness of:

- Registrations
- Documentation
- Compliance
- Logistics
- Commercial processes

WHY CITEP KNOWLEDGE SERIES?

Traditional academic education provides essential knowledge.

CITEP seeks to complement this with **practical business orientation**.

The objective is to encourage students to ask:

- **What business opportunity exists?**
- **How can an idea become a product?**
- **Who will buy it?**
- **Which market should be targeted?**
- **What technology is required?**
- **How can the enterprise be financed?**
- **How can the business reach the market?**
- **How can it become sustainable?**

THE CITEP APPROACH

KNOWLEDGE

Understand the fundamentals.



OPPORTUNITY

Identify possibilities.



EVALUATION

Assess feasibility and market potential.



ACTION

Identify practical steps.



ENTERPRISE

Move towards implementation.

VALUE TO INSTITUTIONS



The Knowledge Series can help institutions:

- Supplement classroom learning
- Encourage entrepreneurship
- Promote international business awareness
- Create practical business orientation
- Introduce students to MSME opportunities
- Encourage technology commercialisation
- Develop awareness of export opportunities
- Connect academic learning with the business environment

CITEP'S LONG-TERM OBJECTIVE

CITEP seeks to contribute to the development of a generation of students and entrepreneurs who are not only knowledgeable but also capable of identifying opportunities and taking practical steps towards implementation.

INSTITUTIONAL SUBSCRIPTION

FIRST-YEAR SUBSCRIPTION

₹10,000

ANNUAL RENEWAL

₹2,500

REGISTER / SUBSCRIBE TO THE CITEP KNOWLEDGE SERIES