

PTTC: The Philippine Global
Micro , Small and Medium-sized
Enterprises Academy



ASEAN SME Academy

COURSE CATALOGUE

www.asean-sme-academy.org

- Self-paced e-learning tool offering a range of courses developed and contributed by industry leaders
- Accessible through a smartphone, tablet and desktop

Visit Us at
www.pttc.gov.ph

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TRAINING COURSE TRACK

BUSINESS & FINANCE

- Getting the Most Value from Card Acceptance
- Connecting Global Commerce
- Selling Online
- Finding Funding
- Setting Prices
- Cash Flow
- Profit & Loss
- Basics of Finance

MARKETING

- Boost your Business with Facebook
- Your Target Audience
- Setting Prices
- Customer Relations Management (CRM)
- Marketing Benefits & Features
- Sales Forecasting
- Effective Business Website
- Strengthening Global Presence thru Online Marketing
- Unique Value Proposition
- Social Media Marketing

OPERATIONS

- Tool for Business Development
- The Aspiring Entrepreneurs Training
- Problem Solving & Entrepreneurship thru Innovations
- Tools for Entrepreneurship & Innovations
- Small Business Owners Training
- Inventory Management
- IT for Business Success
- Managing Contact Information
- Maximizing Capacity
- Effective Presentations
- Energy Efficiency: Do More for Less
- Strategic Planning
- Presenting Data
- Finding Funding
- Business Email

HUMAN RESOURCE

- Hiring Staff
- Effective Leadership

TECHNOLOGY

- Digital Lifestyle
- Minimizing the Risk of Fraud
- Legal Aspects of Cross - border E - commerce
- Productivity Programs
- Computer Security & Privacy

MANAGEMENT

- Digitalization and Its Impact for SMEs
- Customer Relations Management (CRM)
- Social Entrepreneurship
- Strategic Planning

- Strengthening Global Presence Through Online Marketing
- Computer Basics
- Business Email
- IT for Business Success
- Effective Business Website

- Productivity Programs
- Computer Security & Privacy
- Internet & the World Wide Web
- Computer Basics
- Connecting Global Commerce
- Getting the Most Value from Card Acceptance

Note: There are cross - listed courses in each track.