

Online Course on Enhancing Trade Information Portals (TIPs)

- Study Guide -

The Online course on Enhancing TIPs¹ consists of (i) seven video presentations; (ii) ESCAP/ITD Guide to Enhancing Trade Information Portals²; and (iii) two quizzes. We recommend reading each chapter of the Guide to enhancing Trade Information Portals after watching the corresponding video presentation, along with other supplementary material. The first quiz covers material from modules 1-3, and the second quiz covers modules 4-7. Certificates of completion will be issued to those who achieve scores above 75% in each quiz.

The course is expected to require about **6 hours** of self-learning. Learning outcomes, along with the time we suggest allocating to each module are provided below.

Module 1: Objectives and Challenges of Trade Information Portals

This module uses definitions and examples to introduce you to Trade Information Portals, as well as the challenges and opportunities in their development.

This module is estimated to take **45 minutes**:

- 15 minutes to watch the video;
- 20 minutes to read the Executive Summary and Section 1 of the ESCAP/ITD Guide to Enhancing Trade Information Portals;
- You are also encouraged to spend 10 minutes looking at your country's TIP and comparing it to those shown in the video.

Module 2: Adopting a framework for effective and sustainable Trade Information Portals

This module presents a governance framework and maturity roadmap for TIPs which will be used for assessing and generating recommendations for improving TIPs. Studies in the subsequent modules are further elaborated around this framework.

This module is estimated to take **35 minutes**:

- 15 minutes to watch the video;
- 20 minutes to read Section 2 of the ESCAP/ITD Guide Enhancing Trade Information Portals.

Module 3: Consolidating and publishing effective contents

This module will give you an understanding of what content TIPs should include and how we can go about assessing their quality.

This module is estimated to take **60 minutes**:

- 15 minutes to watch the video;

¹ <https://www.unescap.org/our-work/trade-investment-innovation/etip>

² <https://www.unescap.org/kp/2021/guide-enhancing-trade-information-portals>

- 25 minutes to read Section 3 of the ESCAP/ITD Guide to Enhancing Trade Information Portals;
- 20 minutes to complete Quiz 1.

Module 4: Evaluating TIP services and performance

This module gives you an understanding of which services a TIP should include, its technical performance, and how we can assess these.

This module is estimated to take **60 minutes**:

- 15 minutes to watch the video;
- 25 minutes to read Section 4 of the ESCAP/ITD Guide to Enhancing Trade Information Portals;
- 20 minutes to skim annex I, and then read cases studies of TIPs from separate annex of the ESCAP/ITD Guide to Enhancing Trade Information Portals (available on the online course website).

Module 5: Measuring and improving high-impact quality attributes

This module discusses the most important qualities that a TIP's content must have, and how its governance structure can measure and achieve them.

This module is estimated to take **40 minutes**:

- 15 minutes to watch the video;
- 25 minutes to read Section 5 of the ESCAP/ITD Guide to Enhancing Trade Information Portals.

Module 6: Maturity Roadmap Model: a roadmap for ensuring highly effective TIPs

This module presents a roadmap for developing the maturity of a TIP's governance structure.

This module is estimated to take **50 minutes**:

- 15 minutes to watch the video;
- 35 minutes to read Section 6 of the ESCAP/ITD Guide to Enhancing Trade Information Portals.

Module 7: How TIPs may change in the future (Possible enhancement of TIPs)

This module will familiarize you with additional features and services that TIPs may consider adopting in the future for enhancement.

This module is estimated to take **60 minutes**:

- 10 minutes to watch the video;
- 20 minutes to read Section 7 of the ESCAP/ITD Guide to Enhancing Trade Information Portals;
- 30 minutes to complete Quiz 2.