

GLOBAL CERTIFICATE IN BUSINESS DEVELOPMENT

PROGRAM OVERVIEW

The Global CERTIFICATE IN BUSINESS DEVELOPMENT Program is an intensive suite of 5 courses, small and new business owners and managers, this program will help you assess your business markets, and identify and develop business opportunities. Learn how to develop a business plan, and organize the human and physical resources required to successfully launch your new business venture.



LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal (participants have access to the portal for **3 months** from the date of registration).
- **Assessment** comprising short on-line quizzes for each course. **No formal written assessment is required.**
- Participants must complete **all 5** of the courses in the program to qualify for the certificate.
- Each course takes approximately **20 hours** to complete.
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.

CERTIFICATION

On completion of each course, learners can download completion certificates. On completion of the program, learners can download the program completion certificate.

DIGITAL CREDENTIALS

On completion of the program, learners will receive an email with a link to their digital credentials. Digital credentials can be shared on LinkedIn and other social media.

PROGRAM CONTENT

Your program comprises 5 courses:

PROGRAM CONTENT	
Course 1	UNDERSTANDING BUSINESS Understanding Organizations Understanding the Business Environment Knowing your Business Knowing the Organizations Legal Responsibilities Understanding Business Planning Understanding Business Finances Understanding Budgets Understanding Risk Understanding Management
Course 2	ESSENTIAL SALES SKILLS Sales Talk - Understanding the Jargon The Evolution of Professional Sales The Skills you need to succeed at Selling Understanding the Selling Process Preparing to Sell Creative Openings Making your Sales Pitch Handling Objections Sealing the Deal (Effective Closing) Following Up
Course 3	FOUNDATIONS IN MARKETING Understanding Marketing Marketing Consumer Goods Marketing Industrial Goods Marketing Services Knowing your Products and Services Knowing your Customers Understanding the Marketing Mix Applying the Marketing Mix
Course 4	DEVELOP AND MANAGE BUSINESS BUDGETS Understanding Costs and Cost Centers Standard Costs The Sales Budgets The Labor Budget The Production Budget The Materials and Equipment Budget The Overhead Budget Finalizing the Budget Managing the Budget
Course 5	DEVELOP A BUSINESS PLAN Framing the Business Value Proposition Framing your Vision, Mission and Strategy Market Analysis and Marketing Strategy Customer Base Analysis and Positioning Sales targets and Forecasts Operational Plans Business Plan Financials Financial Addendums Action planning