

CERTIFIED BUSINESS DEVELOPEMENT MANAGER (CBDM)

03 MONTHS*

Course Fee : ₹ 40,000+GST



Course Overview

A Certified Business Development Manager (CBDM) course is designed to equip professionals with the skills and knowledge needed to excel in the field of business development. This certification program covers a range of topics, providing a comprehensive understanding of strategic business growth, relationship management, and effective leadership.

Course Certification:



excelledia



Business Quality Assessment

Accredited by the:

IFCEE

International Federation for Certification and Education

Who Should Attend:

This Program is typically designed for professionals and beginners who are responsible for driving growth and development within a business.

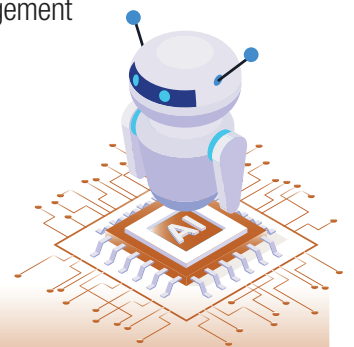
Course Prerequisites:

- A bachelor's degree in a relevant field such as business, marketing, management, or a related discipline. Some certifications may require a master's degree or equivalent work experience.

Course Benefits:

- Hands-on project experience
- Get Industry Recognized Course Certificate
- Client Relationship Management
- Career Advancement

Get
BUSINESS
through



**ARTIFICIAL
INTELLIGENCE**

Course Outline/Syllabus:

Month 01

• Week 1:

- A. Definition and Scope of Business Development
- B. Evolution of Business Development in Modern Organizations
- C. The Role of Business Development in Achieving Organizational Goals
- D. Key Skills and Qualities of a Business Development Manager

• Week 2:

- A. SWOT Analysis and Strategic Planning
- B. Business Development Lifecycle
- C. Aligning Business Development Strategies with Organizational Objectives
- D. Key Performance Indicators (KPIs) for Business Development

• Week 3:

- A. Techniques for Effective Market Research
- B. Competitor Analysis and Benchmarking
- C. Identifying Market Trends and Opportunities
- D. Using Market Intelligence for Decision-Making

• Week 4:

- A. Developing Sales Strategies for Business Development
- B. Effective Sales Techniques
- C. Negotiation Skills for Successful Deal Closures
- D. Overcoming Objections and Building Long-Term Client Relationships

Month 02

• Week 1:

- A. Leadership Styles and Their Impact on Business Development
- B. Building High-Performance Business Development Teams
- C. Motivation and Empowerment of Team Members
- D. Conflict Resolution in Business Development Teams

• Week 2:

- A. Financial Analysis for Business Development
- B. Budgeting and Resource Allocation
- C. Evaluating Financial Viability of Projects and Partnerships
- D. Key Financial Metrics for Business Success

• Week 3:

- A. Legal Aspects of Business Development, Contracts, and Agreements
- B. Ethical Considerations in Business Development Practices
- C. Compliance with Industry Regulations and Standards



Month 03

• Week 1:

- A. Harnessing Technology for Business Growth
- B. Strategies for Innovation in Business Development
- C. Integration of Digital Tools for Efficient Business Development Processes

• Week 2:

- A. Application of Learned Concepts to a Real-World Business Development Project
- B. Presentation and Defense of the Business Development Plan
- C. Evaluation and Certification as a Certified Business Development Manager (CBDM)

• Week 2:

- A. Application of Learned Concepts to a Real-World Business Development Project
- B. Presentation and Defense of the Business Development Plan
- C. Evaluation and Certification as a Certified Business Development Manager (CBDM)
- D. Internship and Hands-on projects with assistance

