

SIES College of Management Studies

Certificate in Business Development

Brief

Business Development is one of the most critical activities of any organization. The success of any business development activity depends on the clarity and detailing with which it is planned and the efficiency with which it is executed.

The Certificate in Business Development will provide a step by step guide to understanding and planning business development activities for your organization. It will be conducted in a workshop mode with participants developing their Business Development plan during the course.

Target Audience

The certificate course is specially designed for Sales Executives, Business Development Executives, Start-ups, Entrepreneurs, Solopreneurs, and others wishing to make a career in Business Development.

Contents

- 1) What do you sell?
- 2) Identifying target audience
- 3) Locating the target audience
- 4) Reaching the target audience
- 5) Communicating with the target audience
- 6) Connecting with the target audience
- 7) Building trust
- 8) Nurturing and growing relationship

Link for registration

https://docs.google.com/forms/d/e/1FAIpQLSdg5vFLPj9nAgqDZgbHOWj0t3BT7H AwLNHV0QuuTk-9ZpaqtQ/viewform?usp=sf_link

Course Duration and mode of delivery

The course will be conducted in an Online mode and the duration will be 16hrs. (8 sessions of 2Hrs each). **A bonus session of 2Hrs will be offered FREE for follow-up/query resolution.**

Sessions will be held on Saturdays from 10.30am to 12.30pm.

The course will start from 8th Jan 2022.

Course Fees

Special Introductory offer-Rs.3200/- (Inclusive of GST). Bank details for fees payment as follows-

Bank- Indian Bank	Branch- Nerul
Account No- 855831103 (Savings Bank Account)	IFSC Code- IDIB000N110

Note- Kindly enter payment details in the registration form

Certification

On successful completion of the course, every participant will receive a Course Completion Certificate from SIES College of Management Studies.

Program Facilitator

The Certificate Program in business Development will be facilitated by Dr.Parag Amin. He is at present working as Dean-Marketing at SIES College of Management (SIESCOMS), a leading Business School in Western Indian.

Dr.Parag has over 27+ years of proven Industry and Academic experience in areas like Sales, Business Development, Consulting and Training on one hand and Strategizing, Planning, Executing, Leading Business Units and teams on the other. He has provided consulting in the area of Sales and Marketing to start-ups / SME'S , the latest being for an Edtech company for which he led a team of his students to develop a Digital Marketing roadmap. He has delivered over 250hrs of Training/Coaching/Consulting sessions to over 1000 individuals as well as to leading organizations.

Dr.Parag is the recipient of “Most Influential Global Marketing Leaders Listing: award at the World Marketing Congress (Nov 2019) and was selected for the prestigious IQAC Quality Excellence Award in the category of Teaching-Training Excellence (2020-21). He was recently invited as a resource person by SME Forum to conduct a session on Strategic Management for Women Entrepreneurs from Jammu & Kashmir (Oct 21). This was organized by SME Forum in association with Jammu Kashmir Trade Organization.

Contact Details-

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