

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

Email : query@countryedu.com, grievances@countryedu.com

2-Months Business Development Manager (BDM) Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

- Understanding business growth strategies, market expansion frameworks, and revenue generation models
- Developing leadership, strategic planning, negotiation, and client relationship management skills
- Learning business analytics, sales forecasting, and performance optimization techniques
- Building expertise in market research, competitive analysis, and business opportunity identification
- Understanding CRM systems, business operations, and organizational growth methodologies
- Preparing students for careers in Business Development Management, Growth Management, Sales Leadership, and Corporate Strategy

Program Structure :

- Duration: 8 Weeks (2 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: CRM Platforms, LinkedIn Sales Navigator, MS Excel, Google Sheets, Power BI, Business Intelligence Tools, PowerPoint
- Final Outcome: Business Growth Strategy & Revenue Development Project + Internship Certificate

MONTH 1 – BUSINESS DEVELOPMENT MANAGEMENT & GROWTH FOUNDATION

Week 1: Introduction to Business Development Management & Strategic Growth

- Business Development Management Fundamentals
- Roles & Responsibilities of a Business Development Manager
- Revenue Generation Models & Business Lifecycle
- Business Growth Frameworks & Market Expansion Concepts
- Corporate Communication & Leadership Principles

~ Outcome: Strong foundation in business development management, organizational growth, and strategic business planning.

Week 2: Market Research, Opportunity Mapping & Business Analysis

- Market Research Methodologies & Competitive Intelligence
- Industry Trend Analysis & Market Opportunity Identification
- Customer Segmentation & Target Market Analysis
- SWOT Analysis & Business Positioning Frameworks
- Business Feasibility Assessment & Strategic Planning

~ Outcome: Ability to identify growth opportunities, evaluate markets, and formulate data-driven business strategies.

INDIA | UAE | CANADA | AUSTRALIA | MALAYSIA | HONG KONG | EUROPE REGION | OMAN

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Week 3: Client Acquisition, Sales Pipeline & Relationship Management

- Lead Generation & Prospect Qualification Frameworks
- Customer Acquisition Strategy Development
- Sales Pipeline Design & Opportunity Management
- Client Relationship Building & Retention Strategies
- CRM-Based Customer Lifecycle Management

~ Outcome: Ability to develop client acquisition systems and manage long-term customer relationships effectively .

Week 4: Revenue Planning, Sales Strategy & Performance Management

- Revenue Forecasting & Sales Planning Models
- KPI Design & Business Performance Measurement
- Proposal Development & Business Presentations
- Negotiation Frameworks & Closing Strategies
- Sales Team Coordination & Goal Alignment

~ Outcome: Ability to create revenue-focused business strategies and manage performance-driven sales operations.

MONTH 2 – ADVANCED BUSINESS STRATEGY & CORPORATE MANAGEMENT

Week 5: Business Expansion & Strategic Partnerships

- Business Expansion Planning Frameworks
- Partnership & Alliance Development Strategies
- New Market Entry Models
- Channel Development & Distribution Strategies
- Strategic Collaboration & Business Networking

~ Outcome: Ability to identify expansion opportunities and develop strategic partnerships for organizational growth .

Week 6: CRM Analytics, Business Intelligence & Decision-Making

- Advanced CRM Systems & Customer Analytics
- Business Reporting & Dashboard Creation
- Data-Driven Decision-Making Techniques
- Customer Retention Analytics
- Performance Tracking & Business Intelligence Tools

~ Outcome: Ability to leverage analytics and CRM insights to improve business performance and customer engagement.

Week 7: Financial Planning, Business Modeling & Growth Strategy

- Financial Modeling Frameworks & Structured Analysis
- Business Growth Strategy Design
- Revenue Optimization & Resource Allocation
- Risk Assessment & Business Continuity Planning
- Business Transformation & Scaling Techniques

~ Outcome: Ability to develop scalable business models and optimize organizational growth strategies.

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Week 8: Business Optimization, Governance & Best Practices

- Business Process Optimization Techniques
- Corporate Governance & Ethical Business Practices
- Stakeholder Management & Executive Communication
- Strategic Problem Solving & Decision Frameworks
- Performance Improvement & Continuous Growth Models

~ Outcome: Ability to build efficient business systems and drive sustainable organizational growth.

LIVE PROJECT & CAREER READINESS

Major Project Development

Students work on real-world Business Development Management projects such as:

- Business Expansion Strategy & Market Entry Project
- Revenue Growth & Sales Optimization Framework
- Client Acquisition & CRM Management System
- Strategic Partnership Development Plan
- Business Analytics & Performance Dashboard
- Corporate Growth & Transformation Strategy

Project Includes:

- Business Requirement Analysis & Growth Objective Identification
- Market Research & Competitive Intelligence
- Revenue Strategy & Expansion Planning
- CRM Analytics & Performance Measurement
- Executive Reporting & Business Presentation
- Strategic Recommendations & Implementation Planning

~ Outcome: Fully functional industry-level business development strategy project capable of driving growth, customer acquisition, and revenue optimization.

From beginner to job-ready — Become a Business Development Management Professional in 2 Months.