

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

Business Development Executive (BDE) Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

To transform students into job-ready Business Development Executives capable of:

- Understanding business growth strategies, client acquisition, and sales processes
- Developing strong communication, negotiation, and relationship management skills
- Learning lead generation, market research, and customer engagement techniques
- Gaining hands-on experience in sales pitching, business communication, and CRM workflows
- Understanding corporate sales environments, business operations, and professional ethics
- Preparing students for careers in Business Development, Sales, Marketing, and Client Management

Program Structure :

- Duration: 12 Weeks (3 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: MS Excel, Google Sheets, CRM Tools, LinkedIn, Canva, PowerPoint, Communication Platforms
- Learning Model: Practical & Industry-Oriented Learning Model

Final Outcome: Ability to manage business development activities, client communication, and sales processes professionally + Internship Certificate

MONTH 1 – BUSINESS DEVELOPMENT FUNDAMENTALS

Week 1: Introduction to Business Development

- Introduction to Business Development
- Understanding Sales & Marketing Concepts
- Roles & Responsibilities of BDE
- Business Communication Basics
- Professional Etiquette
- Corporate Work Environment

~ Outcome: Strong foundation in business development and professional communication skills

Week 2: Communication & Soft Skills

- Verbal & Non-Verbal Communication
- Email Writing & Professional Messaging
- Public Speaking Basics
- Client Interaction Skills
- Team Collaboration
- Confidence Building Activities

~ Outcome: Ability to communicate professionally with clients and teams

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Week 3: Lead Generation & Market Research

- Introduction to Lead Generation
- Market Research Techniques
- Understanding Customer Needs
- LinkedIn & Online Networking
- Cold Calling Basics
- Data Collection & Management

~ Outcome: Ability to identify and approach potential clients effectively

Week 4: Sales Process & Client Handling

- Sales Funnel Basics
- Sales Pitch Preparation
- Negotiation Skills
- Objection Handling
- Follow-up Techniques
- Client Relationship Management Basics

~ Outcome: Ability to handle sales conversations and client interactions professionally

MONTH 2 – ADVANCED BUSINESS DEVELOPMENT SKILLS

Week 5: Digital Marketing Basics for BDE

- Introduction to Digital Marketing
- Social Media Marketing Basics
- Branding & Promotion
- Content Marketing Overview
- Lead Conversion Strategies
- Online Customer Engagement

~ Outcome: Ability to support business growth using digital platforms

Week 6: CRM & Data Management

- Introduction to CRM Tools
- Customer Data Management
- Sales Reporting Basics
- Excel & Spreadsheet Management
- Performance Tracking
- Business Documentation Basics

~ Outcome: Ability to manage sales data and customer records professionally

Week 7: Corporate Sales & Business Strategy

- B2B & B2C Sales Concepts
- Business Expansion Strategies
- Understanding Target Audience
- Competitive Analysis
- Revenue Generation Techniques
- Business Proposal Basics

~ Outcome: Ability to understand and contribute to business growth strategies

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Week 8: Presentation & Professional Development

- PowerPoint Presentation Skills
- Proposal Presentation Techniques
- Time Management
- Problem Solving & Decision Making
- Professional Networking
- Workplace Ethics & Leadership Basics

~ Outcome: Ability to present business ideas and manage professional responsibilities effectively

MONTH 3 – LIVE PROJECT & CAREER READINESS

Week 9–10: Business Development Project

Students work on real-world Business Development Projects such as:

- Lead Generation Campaign
- Sales Strategy Planning
- Market Research Project
- Customer Engagement Campaign
- Brand Promotion Activity
- Business Proposal Presentation

Project Includes:

- Requirement Analysis
- Market Research
- Client Outreach Planning
- Presentation & Reporting
- Final Project Presentation

~ Outcome: Ability to handle real-world business development and sales activities professionally

Week 11: Corporate Workflow & Portfolio Development

- CRM Workflow Practice
- Sales Reporting & Documentation
- LinkedIn Profile Optimization
- Portfolio & Presentation Development
- Professional Email Communication
- Team Management Activities

~ Outcome: Ability to professionally manage business workflows and communication

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Week 12: Interview & Career Preparation

- BDE Interview Preparation
- Resume & LinkedIn Optimization
- HR & Sales Mock Interviews
- Personality Development
- Freelancing & Career Guidance
- Career Pathways (Business Development Executive, Sales Executive, Client Relationship Executive, Marketing Associate)

~ Outcome: Placement-ready Business Development Executive with practical corporate exposure

Key Skills Developed

- Business Communication
- Sales & Negotiation Skills
- Lead Generation
- Market Research
- CRM & Data Management
- Client Relationship Management
- Presentation & Networking Skills
- Professional Workplace Communication

Target Roles After Completion

- Business Development Executive
- Sales Executive
- Client Relationship Executive
- Marketing Associate
- Business Growth Associate
- Corporate Communication Executive

Why This Program is Industry-Ready

- ✓ 100% Practical & Industry-Oriented Learning
- ✓ Real-world Business Development Exposure
- ✓ Sales & Client Communication Training
- ✓ Corporate Workflow Understanding
- ✓ Portfolio & Career Preparation Included

From Beginner to Professional — Become a Business Development Executive Expert in 3 Months.