

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

Business Development Manager (BDM) 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 Managers capable of:

- Understanding business growth strategies, revenue generation, and client acquisition processes
- Developing leadership, negotiation, and strategic decision-making skills
- Managing client relationships, sales teams, and business operations professionally
- Gaining hands-on experience in market analysis, business planning, and corporate communication
- Learning industry-standard business management practices, CRM workflows, and performance tracking
- Preparing students for careers in Business Development Management, Sales Leadership, and Corporate Strategy

Program Structure :

- Duration: 12 Weeks (3 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: MS Excel, Google Sheets, CRM Tools, LinkedIn, PowerPoint, Canva, Business Communication Platforms
- Learning Model: Practical & Industry-Oriented Learning Model
- Final Outcome: Ability to manage business development operations, sales strategies, and client management professionally + Internship Certificate

MONTH 1 – BUSINESS DEVELOPMENT & MANAGEMENT FUNDAMENTALS

Week 1: Introduction to Business Development Management

- Introduction to Business Development Management
- Roles & Responsibilities of a BDM
- Understanding Sales & Revenue Models
- Business Communication Basics
- Corporate Work Environment
- Leadership Fundamentals

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

Week 2: Communication, Leadership & Team Management

- Professional Communication Skills
- Team Coordination & Collaboration
- Leadership & Decision Making
- Public Speaking & Presentation Skills
- Corporate Etiquette
- Conflict Resolution Basics

~ Outcome: Ability to communicate and lead teams professionally in business environments

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

Week 3: Market Research & Lead Generation

- Market Research Techniques
- Competitor Analysis
- Understanding Customer Behavior
- Lead Generation Strategies
- LinkedIn & Business Networking
- Data Collection & Analysis

~ Outcome: Ability to identify business opportunities and generate quality leads effectively

Week 4: Sales Strategy & Client Management

- Sales Funnel & Pipeline Management
- Client Acquisition Strategies
- Sales Pitch & Proposal Preparation
- Negotiation Techniques
- Objection Handling
- Client Relationship Management (CRM) Basics

~ Outcome: Ability to manage sales processes and client interactions professionally

MONTH 2 – ADVANCED BUSINESS STRATEGY & OPERATIONS

Week 5: Digital Marketing & Brand Development

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

~ Outcome: Ability to support business growth through digital platforms and branding strategies

Week 6: CRM, Reporting & Data Management

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

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

Week 7: Business Strategy & Revenue Growth

- Business Expansion Strategies
- B2B & B2C Business Models
- Revenue Generation Techniques
- Partnership & Collaboration Strategies
- Business Proposal Development
- Strategic Planning Basics

~ Outcome: Ability to contribute to organizational growth and strategic business planning

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

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

Week 8: Professional Development & Corporate Workflow

- Time Management
- Problem Solving & Decision Making
- Professional Networking
- Corporate Reporting Workflow
- Team Leadership Activities
- Workplace Ethics & Professionalism

~ Outcome: Ability to manage professional responsibilities and corporate workflows effectively

MONTH 3 – LIVE PROJECT & CAREER READINESS

Week 9–10: Business Development Management Project

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

- Market Research & Expansion Strategy
- Lead Generation Campaign
- Sales Growth Planning
- Business Proposal Presentation
- Customer Engagement Strategy
- Brand Development Campaign

Project Includes:

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

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

Week 11: Corporate Workflow & Portfolio Development

- CRM Workflow Management
- Business Reporting & Documentation
- LinkedIn Optimization
- Portfolio & Presentation Development
- Professional Email Communication
- Team Leadership Activities

~ Outcome: Ability to professionally manage business operations and communication workflows

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

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

Week 12: Interview & Career Preparation

- BDM Interview Preparation
- Resume & LinkedIn Optimization
- Mock Interviews
- Leadership & Personality Development
- Corporate Communication Training
- Career Pathways (Business Development Manager, Sales Manager, Client Relationship Manager, Growth Manager)

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

Key Skills Developed

- Business Communication
- Leadership & Team Management
- Sales & Negotiation Skills
- Market Research & Lead Generation
- CRM & Data Management
- Client Relationship Management
- Presentation & Networking Skills
- Strategic Business Planning

Target Roles After Completion

- Business Development Manager
- Sales Manager
- Growth Manager
- Client Relationship Manager
- Corporate Strategy Associate
- Business Operations Executive

Why This Program is Industry-Ready

- ✓ 100% Practical & Industry-Oriented Learning
- ✓ Real-world Business Management Exposure
- ✓ Sales & Client Communication Training
- ✓ Leadership & Strategy Development
- ✓ Portfolio & Career Preparation Included

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