

LEARN AND GROW

Business Management Master Course

Course Overview

- Course Name: Business Management Mastery Course
- Duration: 3 Months (12 Weeks)
- Delivery Mode: Live Classes Instructor Led
- Weekly Schedule: Weekend Sunday (2.5 Hrs. duration)
- Total Hours: 30 Hours ((inclusive of live Q&A and project reviews)
- Actual Course Fee: INR ~~1,00,000~~ (INR 29,999)

This course is designed to equip participants with actionable skills for India's growing digital economy. With a focus on practical knowledge, hands-on projects, and industry insights, this course caters to students, professionals, and entrepreneurs.

Course Features & Bonuses

- **Hands-on Projects:** Real-time projects for practical exposure.
- **Lifetime LMS:** Video tutorials, recorded live sessions, and downloadable resources.
- **Assessment & Certification:** Regular assessments and certification on completion.
- **Job /Internship Assistance:** Internship and Job assistance and Interview guidance
- **Bonuses:** 10 free courses worth ₹50,000, including Team Management
- **E-Modules:** Pre-recorded content for flexible learning.
- **Mentorship:** Access to mentors for personalized guidance by industry experts.
- **Networking Opportunities:** Connect with peers and professionals

Detailed Timeline & Course Content

Week 1-2: Introduction to Sales Fundamentals

Module 1: Introduction to Sales Concepts

Module 2: Inside Sales 101

Module 3: Lead Generation & Prospecting

Module 4: Sales CRM & Tools

Week 3-4: B2B Sales & Relationship Management

Module 5: Understanding B2B Sales
Module 6: B2B Selling Skills
Module 7: Negotiation & Closing Strategies in B2B
Module 8: Post-Sale Relationship Management

Week 5-6: B2C Sales Excellence

Module 9: Introduction to B2C Sales
Module 10: Building a Strong Customer Relationship in B2C
Module 11: Managing Consumer Sales at Scale
Module 12: Retail Sales Dynamics

Week 7-8: Channel Sales, Distribution & Modern Trade

Module 13: Introduction to Channel Sales & Distribution
Module 14: Managing Channel Partners
Module 15: Modern Trade Management
Module 16: Distribution & Logistics for Sales

Week 9-10: Sales Analytics, Reporting, & Business Measurement Tools

Module 17: Introduction to Sales Analytics
Module 18: Reporting for Sales Success
Module 19: Business Measurement Tools
Module 20: Sales Metrics & Continuous Improvement

Week 11: Sales Leadership, Strategy, & Career Growth

Module 22: Developing a Sales Strategy
Module 23: Personal Development for Sales Professionals
Module 24: Final Project & Career Planning

Week 12: Projects, Assessment & Certification

- Project Submission: A comprehensive sales plan incorporating B2B, B2C, retail, distribution, analytics, and reporting elements.

- Presentation: Present the final project to a panel for feedback and evaluation.
- Certification: Successful completion of the course will earn students a certificate and guidance for next steps in their sales career.