

Course: Certified Business Development Executive

Duration: 2-Months program (Batch 2)

Introduction:

Certified Business Development Executive, is AKTI state of the art program in collaboration with Business and Finance People (BFP) where our main purpose is to develop Business Development Executives to cater to the demand of corporate, private and public sector as well as injecting the proper business sense to develop organizations or own business.

Why MBA? when you can become “Certified Business Development Executive”

Lecture	Course Outline	Learning Outcome
Week - 1	Exclusivity Of Management - Basics of management and its importance - Business development process - Introduction to personality development - Impact of personality on jobs - MBTI personality test	- Learners will develop a clear understanding of key management concepts and their applications in business settings. - They will explore the essential steps involved in the business development process. - They will analyze how personality traits influence professional growth and success in the workplace.
Week - 2	Planning Startup and Business Strategical plan - Strategical business planning - Fundamentals - Business models and startup structures - Entrepreneurial mindset and development - Pathway from entrepreneurial towards intrapreneurial mindset	- Learners will understand how to create and implement effective business strategies. - They will learn about various business models and the foundational principles of starting a business. - They will develop an entrepreneurial mindset to drive innovation and business growth.

Week - 3	Business viability and leadership growth • Conducting a business feasibility study • Leading effectively among peers • Steps to climb management ladder • Mastering communication skills.	• Learners will assess the feasibility and practicality of a business idea through structured evaluation. • They will develop essential leadership skills for effectively working with and guiding peers.

Week - 4	Human resource management • Introduction to human resource management • Recruitment, selection and onboarding • Employee motivation and performance • Performance management system	• Learners will gain an understanding of core human resource functions and their strategic role in business success. • They will learn how to attract, retain, and effectively manage talent within an organization. • They will explore HR practices that enhance team performance and foster a productive work environment.
Week -5	Sales and marketing • Principles of sales and marketing • Social media marketing • Understanding customer behavior • Building effective marketing strategies • Sales techniques and closing deals	• Learners will grasp key concepts of sales and marketing and understand their role in business growth. • They will analyze customer needs and market trends to develop effective marketing strategies. • They will apply practical techniques to improve sales performance and customer engagement. • They will also explore the use of social media marketing as a powerful tool for reaching and influencing target audiences

Week - 6	Supply chain and operational management - Basics of supply chain management - key operation processes - Inventory and logistics management - Improving efficiency and productivity	- Learners will develop an understanding of the flow of goods and services within a business and throughout the supply chain. - They will learn how to manage operations effectively to align with overall business goals. - They will apply practical strategies to enhance supply chain efficiency and minimize operational bottlenecks.
----------	--	--

7 Week -	Financial management - Introduction to financial management - Budgeting and financial planning - Understanding financial statements - Cost control and decision making	- Learners will grasp the fundamentals of financial planning, budgeting, and control within a business context. - They will learn to interpret key financial documents such as income statements, balance sheets, and cash flow statements. - They will develop the ability to make informed business decisions based on financial data and performance indicators.
-------------	--	---

8 Week -	Business analytics with Excel and Power BI • Basics of business analytics • Data handling and visualization in Excel- pivot tables, charts and dashboards in Excel • Introduction to Power BI dashboard • Making data driven decisions • Integrating excel data with Power BI for insights	• Learners will understand the role of analytics in driving strategic business decisions through data interpretation and visual insights. • They will learn to use Microsoft Excel for data analysis, reporting, and building dynamic spreadsheets using formulas, charts, and pivot tables. • They will gain hands-on experience in creating interactive dashboards and data visualizations using Power BI. • They will develop the ability to combine insights from Excel and Power BI to support real-time decision-making and performance tracking.
9 Week -	Final project and personal development for career and business growth • Final project presentation and peer review • Personal branding for job readiness • They interview and communication skills • Pathway for business scaling and long-term development	• Learners will demonstrate their understanding by completing and presenting a practical business project. • They will build confidence and job market readiness through resume building, mock interviews, and professional feedback. • They will develop a strong professional identity and enhance their communication and presentation skills for real-world settings

Who should apply:

- Individuals and organizations motivated towards business and management.
- Why MBA? When you can be Certified Business Development Executive.
- Open to professionals, diploma holders and graduates from all major sectors including Engineering, Banking, IT, Energy, FMCG, Education sector and many more.
- Those who wish to earn the diploma certification from an organization which is proudly accredited from IACUS (International Accredited Center of United States) and approved provider of the CPD group UK.
- “This certification is a life-long investment”, every manager could reap better benefits out of this specialized diploma program.

Course Duration and timings (tentative):

- Duration: 2 months (Available both online and in-class. In-class lectures will be held at AKTI, Bahria Town campus Lahore.)
- Weekend program, every Saturday and Sunday at 6:00pm Pakistan Standard Time or 5:00pm Dubai standard time) Starting 25th October 2025.
- Evening program with each class duration of 1 hr. 30 min (inclusive mini breaks).
- This program will be instructed by experienced corporate sector instructors.

Fee Procedure:

- Fee: Rs. 38,000 (for local participants).
- Fee should be paid prior to the start of program. The course fee is “non-refundable “under any circumstances.
- Payment instructions and account details will be shared upon successful registration confirmation.
- Specialized Certification will not be issued till all outstanding dues are cleared.
- There are no hidden charges other than the above-mentioned charges.

Diploma Accreditation:

This diploma is awarded as part of the flagship program of “Arfa Kareem” in collaboration with “Business and Finance People”. Graduates of this prestigious program will be officially recognized as “Certified Business Development Executive”, gaining enhanced consideration for professional opportunities and advanced career development. Business and Finance People is accredited from “IACUS” (International Accreditation Center of United States) as well as the approved provider of the “CPD group UK” and their respective badges will be included on the final certificates as well.



REGISTER BY:



Fill Form: <https://forms.gle/kh1yZWv11LLEjgwA9>

Visit us at <https://akti.com.pk/>

Visit us at <https://www.businessandfinancepeople.com/> For
more information contact at: 0312-4354052

Contact at: 0321-1119651

