

TRAINING PROVIDER	
Singapore Professionals' & Executives' Cooperative Limited	
COURSE INFORMATION	
Course Title	Understanding Essential Concepts in Business Development
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE	
Course Overview & Objectives	<p>Business development is a practice of bringing new development strategies and tactics to increase business growth and stability as well as positioning your company well on the market. It serves an important function for every company, and the results depend on the strategies a company chooses.</p> <p>This course is designed to help you understand the importance of business development and how the process can help your business grow better. Through this course, you will gain in-depth understanding of the core business principles and concepts in business development that will give you the edge and big competitive advantage over others.</p>
Course Contents	<p>The course explores the following subjects in depth:</p> <ul style="list-style-type: none"> • SWOT analysis • PEST analysis • Ansoff Growth Matrix strategy • BCG matrix strategy • Identify sources of information for opportunities
Learning Outcomes	<p>Upon successful course completion, learners will be able to:</p> <ul style="list-style-type: none"> • Relate company's strength and weakness to any opportunities identified. • identify opportunities that could capitalise on the company's strength • Apply the Growth Matrix to complement PEST analysis • Use the BCG Matrix to strategise company's business development • Obtain information to identify business opportunities
Learning Methodology	The workshop is delivered in an interactive learning setting with mini lectures, case studies, group-sharing and discussion, Q&A and feedback to maximise the participants' learning abilities.
Who Should Attend	Individuals looking to hone their business development skills by understanding and applying principles and concepts including unconventional, proven tactics. Everyone from industry veterans to individuals with no previous experience will benefit from this course.