

Fundamental of Project Management and Business
Development

Istanbul (Turkey)

2 - 13 June 2025

UK Traininig

PARTNER



Fundamental of Project Management and Business Development

Code: OC28 From: 2 - 13 June 2025 City: Istanbul (Turkey) Fees: 7800 Pound

Introduction

The "Fundamentals of Project Management and Business Development" course is designed to provide professionals with essential knowledge and practical skills in basic project management and business development fundamentals. This comprehensive intro to project management course ensures participants gain a solid foundation in the basics of project management, with a focus on planning and execution of projects that align with broader business goals. The course equips attendees with the necessary basic project management skills to drive organizational success, focusing on both project lifecycle management and strategic business development techniques.

Throughout this course, participants will learn the core principles of project management basics, including risk management in projects and types of risks in project management, while also discovering innovative business growth strategies that can lead to sustainable business practices and profitable growth.

Course Objectives

- Provide participants with a thorough understanding of project management basics and business development fundamentals.
- Equip participants with practical business development techniques to ensure successful business growth strategies.
- Enhance the ability to plan, execute, and monitor projects effectively, ensuring alignment with business objectives.
- Strengthen understanding of the interrelationship between project lifecycle management and business development strategies.
- Deliver actionable tools and techniques for implementing both project management basics and business development techniques that foster growth and success.

Course Outlines

Day 1: Introduction to Project Management

- Definition and importance of project management basics in business.
- Key project management processes: initiation, planning, execution, monitoring, and closure.
- Exploring project management methodologies: Traditional vs. Agile approaches.
- Understanding project lifecycle management and its stages.
- Case studies to demonstrate real-world application.

Day 2: Project Planning and Scope Management

- Crafting a project charter and scope statement to define clear project objectives.

- Creating a work breakdown structure WBS and the importance of detailed planning.
- Effective project planning tools such as Gantt charts for schedule management.
- Risk management in projects: Identifying, assessing, and mitigating potential risks.
- Techniques for resource allocation and optimization in project execution.

Day 3: Project Execution and Control

- Leadership skills in project management basics: Building and managing effective teams.
- Essential communication and stakeholder management strategies for successful execution.
- Monitoring project performance with key metrics and ensuring progress through project lifecycle management.
- Handling project deviations and managing changes effectively.
- Ensuring quality control and implementing quality assurance practices throughout the project.

Day 4: Project Closure and Lessons Learned

- Understanding project closure activities and criteria.
- Facilitating smooth handover and transition processes.
- Conducting project post-mortems to extract valuable lessons learned.
- Capturing best practices and celebrating team achievements.

Day 5: Introduction to Business Development

- What is business development and why is it crucial for organizational growth?
- Exploring the role of business development fundamentals in scaling operations and increasing market share.
- Business development strategies: Key techniques for driving growth through partnerships, networking, and market analysis.
- Understanding growth strategy in business and its impact on long-term success.

Day 6: Business Development Planning

- Setting SMART goals for effective business development.
- Developing a robust business development plan to guide strategic initiatives.
- Identifying strategic partnerships and alliances to enhance business opportunities.
- Sales, marketing, and financial planning to support growth.

Day 7: Sales and Negotiation Skills

- Mastering the sales process to achieve business growth objectives.
- Techniques for effective negotiation and closing deals.
- Handling objections and refining strategies to secure favorable outcomes.

Day 8: Relationship Management

- The importance of customer relationship management CRM in business development.
- Building and maintaining strong client relationships to support business growth strategies.
- Techniques for managing key accounts and providing exceptional service.
- Leveraging technology to enhance relationship management and improve customer satisfaction.



Day 9: Business Growth Strategies

- Understanding the difference between organic vs. inorganic growth strategies.
- Implementing market expansion and diversification tactics to broaden business reach.
- Driving innovation through new products, services, and market development.
- Exploring strategic options such as mergers, acquisitions, and scaling operations.

Day 10: Sustainable Business Development

- Exploring the importance of environmental and social responsibility in modern business practices.
- Developing sustainable business strategies that support long-term profitability and corporate social responsibility CSR.
- Ethical considerations in business development and ensuring sustainability across all aspects of growth.

Conclusion

By the end of this course, participants will have mastered basic project management skills while also gaining the essential tools for implementing effective business development techniques. These skills will empower professionals to manage complex projects efficiently, drive innovation, and foster sustainable growth within their organizations. Whether you're new to the field or looking to enhance your expertise, this course offers the perfect foundation to take your career to the next level.



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