

Fundamental of Project Management and Business
Development

Istanbul (Turkey)

23 June - 4 July 2025

UK Traininig

PARTNER



Fundamental of Project Management and Business Development

Code: OC28 From: 23 June - 4 July 2025 City: Istanbul (Turkey) Fees: 7900 Pound

Introduction:

- Brief overview of the course objectives.
- Importance of project management and business development in various industries.
- Introduction to key concepts and terminology.

Course Objectives:

- To provide participants with a comprehensive understanding of project management principles and practices.
- To equip participants with the skills necessary for effective business development strategies.
- To enhance participants' ability to plan, execute, and monitor projects successfully.
- To foster a deeper understanding of the relationship between project management and business development.
- To provide practical tools and techniques for implementing project management and business development strategies.

Course Outlines :

Day 1: Introduction to Project Management

1. Definition and importance of project management.
2. Key project management processes: initiation, planning, execution, monitoring, and closure.
3. Project management methodologies: traditional vs. agile approaches.
4. Project management roles and responsibilities.
5. Case studies and examples.

Day 2: Project Planning and Scope Management

1. Developing a project charter and scope statement.
2. Work breakdown structure WBS and its importance.
3. Creating a project schedule using tools like Gantt charts.
4. Resource planning and allocation.
5. Risk management planning.

Day 3: Project Execution and Control

1. Team building and leadership in project management.
2. Effective communication and stakeholder management.
3. Monitoring project progress and performance metrics.
4. Change management and handling project deviations.
5. Quality management and assurance.

Day 4: Project Closure and Lessons Learned



1. Project closure criteria and activities.
2. Handover and transition processes.
3. Conducting project post-mortems.
4. Capturing lessons learned and best practices.
5. Celebrating success and recognizing team contributions.

Day 5: Introduction to Business Development

1. Definition and scope of business development.
2. Importance of business development in organizational growth.
3. Key elements of a business development strategy.
4. Market analysis and identifying growth opportunities.
5. Relationship building and networking.

Day 6: Business Development Planning

1. Setting SMART business development goals.
2. Developing a business development plan.
3. Strategic partnerships and alliances.
4. Sales and marketing strategies.
5. Financial planning and budgeting.

Day 7: Sales and Negotiation Skills

1. Understanding the sales process.
2. Sales techniques and strategies.
3. Effective negotiation skills.
4. Handling objections and closing deals.
5. Case studies and role-playing exercises.

Day 8: Relationship Management

1. Importance of customer relationship management CRM.
2. Building and maintaining client relationships.
3. Managing key accounts.
4. Handling customer complaints and feedback.
5. Leveraging technology for relationship management.

Day 9: Business Growth Strategies

1. Organic vs. inorganic growth strategies.
2. Market expansion and diversification.
3. Product and service innovation.
4. Mergers and acquisitions.
5. Scaling up operations.

Day 10: Sustainable Business Development

1. Environmental and social responsibility in business.
2. Sustainable business practices.



3. Corporate social responsibility CSR initiatives.
4. Ethical considerations in business development.
5. Creating a sustainable business development roadmap.



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International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

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