



Business Management





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Embrace Business Management effortlessly and effectively, learning the ins and outs of business management and marketing with the help of this comprehensive Business Management bundle!

Managing businesses can be tricky, and not many know the secrets to effective business management. This premium Business Management bundle covers everything you need to know to become a successful and prominent business management pro! This bundle has it all, from the basics of procurement management and business analysis to the complexities of building successful business management and digital marketing strategies. On top of that, this Business Management bundle will also bring significant improvements to your personal life as well! Make management a breeze in both your personal and professional lives!

This well-crafted Business Management bundle will ensure you achieve success wherever you go. So what are you waiting for? Secure a bright future as a business manager by enrolling today!

CPD accredited Business Management bundle is the most comprehensive bundle on Business Management now available online, offered by Skill up to upskill you with core to advanced Business Management ideas for your utmost level proficiency in implying the newly gained knowledge efficiently wherever needed and escalate yourself as a peerless potential in the Business Management promising industry.

Sign up for the all-inclusive Business Management bundle, and experience relentless development of in-demand knowledge, skills and strategies within you!

Learning Outcomes of this Business Management Bundle:

- Gain an in-depth understanding of business management.
- Be able to analyse business effectively and know about the best practices in business management.
- Gain the ability to manage a business practice.
- Improve your business management skills with Six Sigma and Lean process.
- Gain proficiency in business management and productivity.
- Familiarise yourself with stakeholder analysis concerning business management.

- Develop successful business networking skills.
- Know how to build a sales funnel.
- Learn how to market a business online using youtube, podcasts, email, and much more!

Business Management Bundle Specialities

- 40 hours of instant video lectures and downloadable resources.
- Affordable premium-quality E-learning content, you can learn at your own pace.
- You will receive 8 completion certificates upon completing the Business Management Bundle.
- Internationally recognised Accredited Business Management Qualification would boost up your resume.
- You will learn the researched and proven approach of Business Management adopted by renowned experts.

Assessment

After completing all the modules of the Business Management bundle, your learning will be assessed by an automated multiple-choice based exam. You may choose to participate in a Mock Exam before attending the course completion Final Exam with absolutely no extra cost.

Certificate

This Business Management bundle comes with FREE PDF Certificates, PDF Transcripts, making it the perfect value for money. You can also claim a Hard Copy certificate for only £10.99.

This self-paced Business Management bundle by Skill Up, loaded with up-to-date knowledge and techniques, is truly ideal for all aspiring professionals.

Let your eLearning experience meet the utmost satisfying level by enrolling in our premium Business Management bundle now!

This Business Management Bundle Consists of the Following Courses:

- Course 1: Business Management Training
- Course 2: Business Management Bootcamp for Entrepreneurs
- Course 3: Successful Business Networking Skills Course
- Course 4: Digital Marketing Strategies for Business Owners
- Course 5: Business Analysis & Scrum Using JIRA
- Course 6: Certificate in Purchasing and Procurement
- Course 7: Six Sigma & Lean Process
- Course 8: Business Productivity Training Course

Curriculum Breakdown of the Premium Courses:

➤ Business Management Training

- Module 01: Introduction to Business Management
- Module 02: Operations Management
- Module 03: Introduction to Business Analysis
- Module 04: Strategic Analysis and Product Scope
- Module 05: Project Management
- Module 06: Business Development and Succession Planning
- Module 07- Business Process Management
- Module 08: Planning & Forecasting Operations
- Module 09: Performance Management
- Module 10: Management of Cash and Credit
- Module 11: Managing Risk and Recovery
- Module 12: Quality Management
- Module 13: Communication Skills
- Module 14: Business Environment
- Module 15: Organisational Skills

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- Module 16: Negotiation Techniques
 - Module 17: Human Resource Management
 - Module 18: Motivation and Counselling
 - Module 19: Customer Service
 - Module 20: Time Management
 - Module 21: Conflict Management

➤ **Business Management Bootcamp for Entrepreneurs**

- Module One: Introduction to Business Management
- Module Two: Designing Your Organizational Structure
- Module Three: Introduction to Operations Management
- Module Four: Understanding Financial Terms
- Module Five: Getting the Right People in Place and Product Together
- Module Six: Building a Corporate Brand
- Module Seven: Marketing Your Product
- Module Eight: Selling Your Product
- Module Nine: Planning for the Future and Goal
- Module Ten: Managing Your Money and Succession Planning
- Module Eleven: Ethics and Customer Care Team
- Module Twelve: Leadership Essentials and Training Employees for Success

➤ **Successful Business Networking Skills Course**

Personal / Business Networking Skills For Maximum Success!

- Why Is Networking Powerful?
- Networking Paradigm Shifts
- You've Got To GIVE To GET
- The Power Of "Likeability"

- Making The Connection
- Great Places To Network
- The Power Of Mentors

➤ Digital Marketing Strategies for Business Owners

Section 01 - Building a Sales Funnel

- Getting Started to Generating Traffic FREE
- Crating a Front end offer
- Creating an Upsell (or 1 time offer)
- Creating a Downsell
- Creating a 2nd and 3rd Upsell
- Creating a Backend Offer
- Sales Funnel (case study)
- How To Write Buyer Follow-Up Emails
- Setting Up Your Sales Funnel On JVZoo

Section 02 - Building a Blog

- Introduction to Blogging
- Choosing a Blogging Niche
- Content is King
- Adding Video and Images
- Social Media
- Important Pages

Section 03 - Interview Content

- Conversation Content
- Value
- Guest
- Repurpose
- Conducting Interviews
- After the Interview



Section 04 - Social Media Marketing

- Introduction to Social Media
- Social Media Best Practices
- Twitter
- Pinterest
- Facebook
- Instagram
- LinkedIn
- Google Plus
- YouTube
- Live Streaming
- Conclusion to Social Media

Section 05 - Affiliate Marketing

- Introduction to Affiliate Marketing
- Getting Started with Content Marketing
- Getting Started with Affiliate Marketing Strategies
- Getting Started with Website Marketing Strategies
- Getting Started Building an Email List

Section 06 - Clickbank

- Clickbank Gravity Score
- Clickbank Vendor Sales Pages
- Clickbank Commissions and Continuity

Section 07 - Email Marketing

- Introduction
- Challenges of Email Marketing
- Content Marketing
- Valuable Content
- Email Standards
- Email Spam Filter
- Keep Email Clean
- Lead Generation

- AIDA
- Conclusion to Email
- Email Marketing (final)

Section 08 - Building a Podcast

- Podcasting
- Hardware and Software
- Hardware
- Software
- Preparing a Podcast
- Podcast Outline
- Recording
- Publishing the Podcast
- Marketing Tips
- Podcasting (full)


Section 09 - Branding

- Branding
- Mission Statement
- Logo
- Promotion
- Delivering
- Success

➤ **Business Analysis & Scrum Using JIRA**

Unit 01: Introduction to the World of Business Analysis

- Module 01: Introduction- Welcome BAs
- Module 02: Business Analysis Overview
- Module 03: What is Business Analysis?
- Module 04: Who is Business Analyst?
- Module 05: Business Analysis Fundamental Concepts- BACCM



Unit 02: Job hunting strategy

- Module 01: Strategy 1 with tips on resume/cv building
- Module 02: Strategy 2 to target job avenues to get more calls & offers

Unit 03: Business Analysis Planning and Monitoring

- Module 01: Plan Business Analysis Approach
- Module 02: Plan Stakeholder Engagement and Management
- Module 03: Learn Business Analysis Governance
- Module 04: Business Analysis Information and Communication Management
- Module 05: Summary

Unit 04: Requirement Elicitation Planning and Conducting its sessions

- Module 01: Planning and Conducting Requirement Elicitation
- Module 02: Prepare for Requirement Elicitation
- Module 03: Requirement Elicitation Techniques Part-1
- Module 04: Requirement Elicitation Techniques Part-2
- Module 05: Requirement Elicitation Techniques Part-3
- Module 06: Requirement Elicitation Techniques Part-4
- Module 07: Requirement Elicitation Techniques Part-5
- Module 08: Summary
- Module 09: Assignment- Part 1


Unit 05: SMART Requirements & Solutions

- Module 01: SMART Requirements
- Module 02: Requirement Management & Its Life Cycle
- Module 03: Solution Formulation and Evaluation
- Module 04: Requirement Modelling
- Module 05: Final Assignment

Unit 06: Assignment Solution

- Module 01: Prepare BRD

Unit 07: Bonus Content

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- Module 01: Free Sample IT Business Analyst CV/Resume
 - Module 02: How to Prepare for CBAP
 - Module 03: Use Case & Scenarios Requirement Modeling Technique
 - Module 04: Wireframe- Requirement Modeling Technique
 - Module 05: Useful Tips to Get BA Job & Do Well

Unit 08: Scrum Agile Fundamentals

- Module 01: Scrum Agile software development- Introduction
- Module 02: Why Scrum- Scrum Vs Waterfall
- Module 03: Scrum Overview
- Module 04: Scrum Cycle & Components
- Module 05: Scrum Master
- Module 06: Scrum Product Owner
- Module 07: Scrum Development Team
- Module 08: Scrum Artefacts
- Module 09: Scrum Burndown Chart
- Module 10: Scrum Events
- Module 11: Scrum Estimation- Planning Poker
- Module 12: Scrum Implementation- Putting Everything Together

Unit 09: Case study for Business analysts & Product owner

- Module 01: How to start with a software development project
- Module 02: High level requirements & starting with sprints
- Module 03: What goes into a sprint?
- Module 04: Learn how to approach business analysis & requirement gathering
- Module 05: Start with business analysis for a digitization project

Unit 10: Fundamentals of Product management for Business analysts & Product owners

- Module 01: Product management introduction
- Module 02: Product management course overview and how to get maximum out of it
- Module 03: What is product management?
- Module 04: Role of a Product manager

- Module 05: Skills roles and responsibilities of a product manager
- Module 06: Career path for BA/PO and PM vs PO
- Module 07: Types of Product managers
- Module 08: What is PDLC- Product development life cycle?
- Module 09: What is product vision & how to handle it in PM INTERVIEWS?
- Module 10: Create customer persona and product vision with templates

Unit 11: Business analysis, Scrum & Product management with JIRA & Confluence

- Module 01: JIRA and Confluence setup
- Module 02: JIRA project settings
- Module 03: Confluence tutorial and initial setup
- Module 04: Case study with whatsapp payment-Product vision development
- Module 05: Persona and vision development in confluence for business analysis
- Module 06: Product vision and SWOT in confluence
- Module 07: Goals and OKRs in Confluence
- Module 08: Epic vs Feature vs user stories
- Module 09: How to create epics and features in JIRA
- Module 10: How to create user stories in JIRA
- Module 11: Sprint planning, Start sprint and closing the sprint in JIRA

➤ **Certificate in Purchasing and Procurement**

- Module 01: Supply Chain Basics
- Module 02: Role of Procurement in an Organisation
- Module 03: The Purchasing Cycle
- Module 04: Purchasing Toolkits
- Module 05: Managing Competitive Bids
- Module 06: Quality Management
- Module 07: Supplier Relationship Management

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- Module 08: Analysing and Reducing Risk in the Supply Chain
 - Module 09: Improving Efficiency and Accuracy
 - Module 10: Category Management
 - Module 11: Inventory Management
 - Module 12: E-Procurement

➤ **Six Sigma & Lean Process**

- Module 1: Understanding Lean
- Module 2: Liker's Toyota Way
- Module 3: The TPS House
- Module 4: The Five Principles of Lean Business
- Module 5: The First Improvement Concept (Value)
- Module 6: The Second Improvement Concept (Waste)
- Module 7: The Third Improvement Concept (Variation)
- Module 8: The Fourth Improvement Concept (Complexity)
- Module 9: The Fifth Improvement Concept (Continuous Improvement)
- Module 10: The Improvement Toolkit

➤ **Business Productivity Training Course**

- Introduction
- Productivity Training
- Project Management Training
- Teamwork Training
- Communication Training