



™

ESSENTIAL

UNDERSTANDING BUSINESS

YOUR WAY TO BUSINESS WORLD

IBDL Essential certificate from IBDL learning group is your next step in business world.

INTERNATIONAL RECOGNITION

Add a real competitive advantage to your career by obtaining IBDL Essential certificate with the international accreditation from Missouri State University

Inspire to Learn

IBDL Essential is your gateway to the business world, giving you an engaging educational experience specially designed for you. From understanding the fundamentals of business to studying examples from Leading organizations globally, allowing you to acquire the knowledge and abilities you need for your next move to boost career prospects and begin your own enterprise.



™

IBDL

email: info@ibdl.net

Website: www.ibdl.net



ESSENTIAL

INSPIRE TO LEARN

UNDERSTANDING BUSINESS

COMPONENTS OF YOUR LEARNING JOURNEY:

PART 1

Developing a Business in Varied, Worldwide Settings: Emerging Business Patterns.

- Investigating the Surrounding Business Climate and Economic Factors.
- Conducting Business in International Markets.
- Requiring Ethical and Socially Accountable Conduct.

PART 2

Entrepreneurship: Initiating a Microenterprise

- Establishing a Business Entity.
- Entrepreneurship and Launching a Microenterprise.

PART 3

Managing a Business: Enabling Staff to Meet Customers' Needs.

- Leadership in Modern Businesses.
- Business Management and Today's Challenges:
- Manufacturing and Logistics Management.

PART 4

Human Resource Management: Inspiring Staff to Deliver High-Quality Products and Services

- Inspiring Staff.
- Managing Human Resources: Recruiting and Retaining Top Talent.

PART 5

Marketing: Creating and Executing Marketing Strategies Centered on The Customer

- Factors Affecting Purchasing Decision.
- Managing 4 P's.
- Employing Technology to manage data and Information.

PART 6

Managing Financial Aspects

- Comprehending Financial and Accounting Principles.
- Accounting and Finance Management

During your learning journey, you will obtain:

- 90 days access to IBDL's E-Learning course
- IBDL Essential Book of Knowledge
- Online practice test
- IBDL official examination (3 attempts)
- The international certificate from Missouri State University upon passing the exam

