



™

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

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UNDERSTANDING BUSINESS

INSPIRE TO LEARN

COMPONENTS OF YOUR LEARNING JOURNEY:

1. Entrepreneurship and Starting a Small Business
2. Management: Functions and Styles
3. Leadership and Motivation
4. Human Resources Management
5. Marketing: Product and Price
6. Marketing: Place and Promotion
7. Understanding Financial Information and Accounting
8. Business in Global Markets
9. Demonstrating Ethical Behavior and Social Responsibility
10. Information Technology in Business

During your learning journey, you will obtain:

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



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