

Graduate Certificate

Business Development Management Graduate Certificate

Business products and services can't be profitable without a successful sales team to lead the effort in communicating value to customers and to generate sales. Cultivating business development skills in sales professionals can have an immediate and measurable impact on the bottom line. The University of Houston-Downtown has developed an innovative and unique program to refine these skills in professionals.

Who should attend?

For sales leaders currently working in the field of business development, this program provides new ideas and approaches to customer opportunities, tactics for communicating benefits and strategic sales planning. For professionals wanting to enter the field of business development, it provides a solid foundation of skills required for success, offering the credentials and understanding needed to sharply decrease the learning curve.

Why earn a Graduate Certificate in Business Development Management?

Increasing the aptitude of a business development manager can have an exponential effect in improving sales and profitability for an organization. A successful sales executive needs unique skills to lead a business development effort, motivate teams, and provide innovative tactics in improving sales productivity. The UHD Graduate Certificate in Business Development Management was designed by leading sales management professionals, who shared critical knowledge and best practices in leading successful sales teams.

Curriculum

The curriculum offers five graduate level courses taken in eight-week modules over the span of one year, offered the same evening each week for the program's duration. The courses include the following:

- Sales Communication
- Sales Leadership
- Basic Selling Skills
- Sales and Customer Strategic Planning
- Marketing

The skills and topics covered in these courses include:

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| Promotional marketing and analysis | E-platforms of marketing and sales |
| Development of sales goals | Effective writing and presentation skills |
| Pricing and margins | Negotiation and persuasion |
| Planning and forecasting | Understanding the sales process |
| Understanding sales techniques contracts | Financial Management |
| Ethics | Establishing and tracking key performance indicators |

Curriculum defined by top leaders in business development management

Top sales executives from a variety of industries have come together to define the curriculum and best-practices required for effective sales management. UHD has cultivated their knowledge and expertise, creating a unique program that sales professionals will find invaluable in accelerating their sales management success.

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