

# BUSINESS DEVELOPMENT ACADEMY



Learn more:

➔ [www.fs.de/bda](http://www.fs.de/bda)

## Introduction

Learn how to identify, develop and implement growth opportunities through Strategy and Innovation.

Business Development is about identifying, developing and implementing growth opportunities in an organisation. People who partake in Business Development may come from various professional backgrounds and work in different areas or departments of an organization which may be defined as a business unit. But what they all have in common is their entrepreneurial task or function of identifying market opportunities, designing new products or businesses and bringing them successfully to the market.

Therefore, Business Development may be considered as cross functional. It requires key skills from Strategy and Business Design, Innovation and Product Development, Market and Customer Development as well as from Leadership, Finance and Operations. With Business Development Academy, you will learn how to apply state-of-the-art tools to successfully develop your business and understand how to create value through strategy and innovation.



## ON CAMPUS

Training

**23 – 27.10.2023**

Date

## 5 DAYS

Duration

**EUR 5,700\***

Price

**EUR 500**

Optional coaching session (60 minutes)

## Target Group

Business Development Academy is for middle and senior managers who are responsible for business and/or new product development as well as for entrepreneurs who want to enhance their managerial skills in how to turn innovation into business growth.

- Business Development Academy is part of ➔ [International Executive Campus](http://www.fs.de/iec) and also will be recognised as the in-class specialisation of ➔ [Certified Expert in Business Development](http://www.fs.de/cebd) programme.
- Attendance in the Business Development Academy makes you eligible for an upgrade to our blended learning programme "Certified Expert in Business Development" ➔ [www.fs.de/cebd](http://www.fs.de/cebd)

## Contact us



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\*Early bird discount of 10% (register and pay before 31.03.2023).

\*Price includes beverages, lunch and two networking dinners.

Accommodation is not included in the price. However, for any assistance regarding accommodation please contact us.

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## Your learning journey

<b>Strategy Development</b>	Understand how a company's strategy is linked to innovation and product development. Learn how to analyse your company's strategy and business portfolio and how to adapt your business idea to it. Develop a tool box of techniques and methods to develop the business strategy for your own business unit.
<b>Business Innovation &amp; Modelling</b>	Understand the difference between radical and incremental innovation and learn how to manage both. Learn how to channel your new business ideas into a business model and product development by using up-to-date methodology. Discuss techniques to verify the feasibility of your business model and product.
<b>Customer Needs</b>	Understand what drives customers to buy your product or those of the competition. Learn how to identify customer's specific needs and preferences. Learn how to translate customer needs into new business opportunities and design superior products.
<b>Market Positioning</b>	Understand that customers only care about how much value a product delivers to them and not about how expensive it was to produce it. Understand that value is created in the mind of the customer and brand positioning is the key to the customer's mind. Learn how to focus on the most attractive customer segments and to communicate the unique value your product provides.
<b>Financial Business Case</b>	Understand that a viable financial plan is at the core of every business development project. Learn on the cost side how to assess operational feasibility, but also take uncertainty and scalability into account. Understand on the revenue side the interplay of price and demand to develop realistic sales projections. Learn how to build a realistic and convincing business case for your projects by translating business ideas into meaningful financial terms.
<b>Workshop - Design your Business</b>	In a one-day workshop together with your peers you will develop various business models based on selected business ideas practicing your new business development skills. You will gain confidence and a deeper understanding of the process and receive feedback from faculty and peers.
<b>Industry Site Visitation</b>	The German economy is based on family-owned SMEs and mid-cap companies as well as large corporations. Many of them are world-market leaders in various industries, in many cases competing amongst themselves for this leading position. Discover during a site visitation to a mid-cap company how the German mid-size sector is driving innovation as their key success factor in producing high quality products and services.