

SBA Edge (Sales& Business Administration Program)

The Indian industry has come a long way in the past few years and has seen tremendous growth in our country and globally for Indian entrepreneurs and organizations

This quantum growth has however posed several challenges to many an organisation and only those that have had the capacity to innovate ,accept change and take radical decisions are the ones that have maintained their leadership today .

It goes without saying that this leadership trend in organisations cannot be achieved by merely managing finance ,manufacturing , distribution, and marketing .

SALES – is the nerve centre and backbone of any organisation and its effectiveness therefore depends upon several factors like the quality of manpower ,the process,the channel partners, the current levels of automation and thereafter services to the consumers.

Besides these there are issues like work culture ,performance management,reward recognition talent management etc that have a key role to play towards the overall well being of individuals and industry at large .

The current scenario of change and the disruption caused by technology infusion has put further pressure on this function with respect to the above areas and companies find themselves struggling for answers more so in the areas of sales productivity, sales talent acquisition and sales force culture building .

Add to this the shortage of skill sets in sales force management is felt by one and all and our continuous education system utterly lacks the know how to address the same thus putting pressure on companies for recruitment of industry ready talent, training and development initiatives on an ongoing basis.

At E4 your brain is going to get a serious work out .The SBA Edge program is a continuous learning exercise in learning.Every participant not only gets a solid foundation in sales ,digital marketing ,business fundamentals but also a broader perspective on leadership ,strategy,and continuous career growth .

The end result is a seasoned entrepreneur professional who is ready to take on the toughest challenges of life .Thus the SBA Edge program is an industry centric program that offers concentrated learning across all major functional and strategic areas of sales ,service, digital marketing, supply chain logistic and business management

The SBA Edge Learning Experience :

The SBA Edge program is backed by credentials of some of the most intelligent and creative thought leaders in the industry .Faculty with cutting edge insights facilitate this learning experience .

What differentiates SBA Edge from other career courses is the exceptional online and continuous practical work study format combining e learning ,online live guest lectures ,in field assignments and projects , 121 coaching sessions, ongoing tests, group activities ,competitions, exams and certification that moulds you into a complete professional .

Course highlights :

Course content covers 9 different industries and 11 business verticals

70 modules - Specialised modules in Sales / Retail / Services

+

240 modules - Fast Track Business Management Program

Duration & Lectures :

4 months Online + Field assignments

Batch 1 :

Lectures every Monday Tuesday & Wednesday + 2 days field Or WFH assignments

Batch 2 :

Lectures every Thursday Friday Saturday + 2 days field or WFH assignments .

Course Certification criteria :

Online course completion 25 %

In field assignments 50 %

Written exam : 10 %

Industry viva : 15 %

Career opportunities :

Students who secure 70 % or more will be eligible for final placement assistance through E4