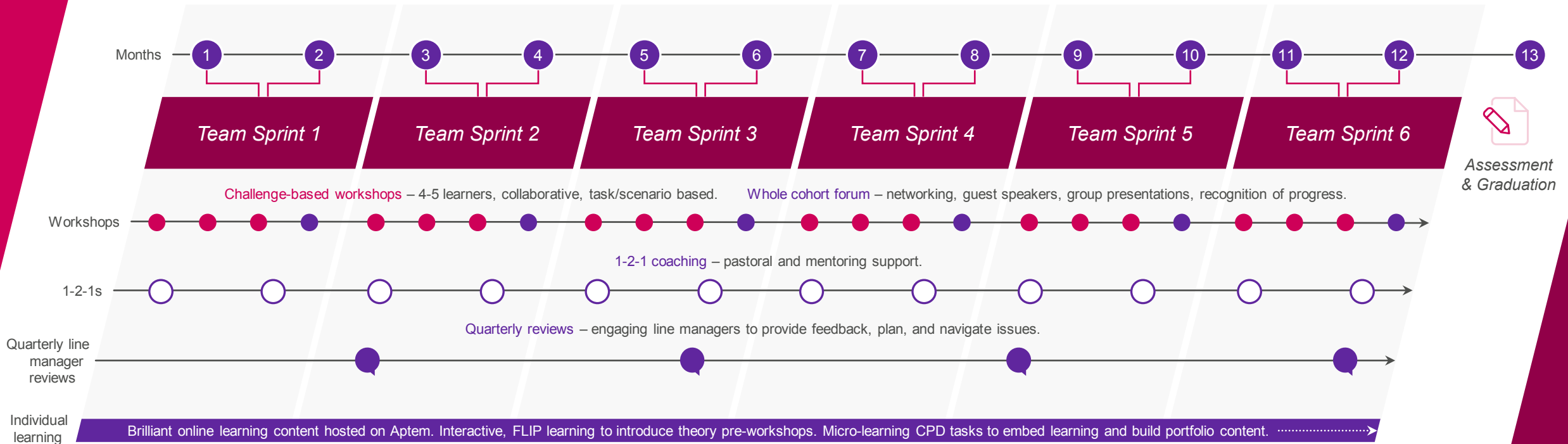


# The Corndel Futures Business Associate Diploma

## Course structure



### Sprint 1: communication and collaboration

- Professional communication
- Collaboration and teamwork
- Customer service and negotiation
- Giving feedback
- Effective meetings
- Coaching and mentoring
- Presenting with impact
- Active listening

### Sprint 2: business foundations

- Organisational structure and strategy
- Business fundamentals
- Sales and marketing strategy
- Identifying competition
- Budgeting and finance
- Controlling costs
- Ethical business and the business cycle

### Sprint 3: digital and data

- Microsoft Excel
- Managing data and GDPR
- Analysing and interpreting data
- Microsoft Word
- Presenting information
- Microsoft Outlook
- Email management
- Social media

### Sprint 4: legal and organisation

- Managing priorities
- Understanding the law
- Your legal duties
- Business documentation
- Reviewing work
- Work planning
- Event planning
- Change management

### Sprint 5: managing projects

- Introduction to project management
- PASS framework
- Building your business case
- Identifying stakeholders and risks
- Stakeholder management and risk management
- Decision making tools
- Decision matrix
- Project planning tools
- Closing a project

### Sprint 6: ongoing personal and professional development

- Behaviour witness statements
- Evaluating feedback
- Emotional intelligence and building resilience
- Personal SWOT
- Setting SMART goals
- Personal development plans