

SALES AND MARKETING MANAGEMENT TRAINING

Introduction to sales and Marketing
Developing Marketing Strategies and Plans
Gathering Information and Scanning the Environment
Analyzing Business Markets
Identifying Market Segments and Targets
Creating Brand Equity
Crafting the Brand Positioning

HUMAN RESOURCE MANAGEMENT TRAINING

Human Resource Planning
Job analysis and Job design
Performance Management
Employees Health and Safety
Labor Relations
HR Strategies
Organization Development Strategy
Managing Performance

FRONT OFFICE MANAGEMENT TRAINING

F.O Introduction.
F.O Structure.
F.O Ranks and Responsibilities.
F.O Accounting.
F.O Communication.
F.O Night Audit.
F.O SOPs
F.O Information System

STRATEGIC MANAGEMENT TRAINING

Internal and External Analysis for Strategic Planning
The formulation of Corporate and Business Strategy
Strategy and organizational Culture
Strategy Evaluation and Strategic Control
Analytical Frameworks
Managing Strategic Change

BUSINESS ADMINISTRATION TRAINING

Concept of Business
Concept of Business Plan
Business correspondence
Business Communication
Business and Environment
Technology in Business
Integration of Different branches of Management

PROJECT MANAGEMENT

Project Life Cycle
Project Planning Stage
Gantt Chart
Critical Path Analysis
Project Teams
Team Building
Risk Management
Feasibility Study
Project Appraisal



JKUAT ENTERPRISES
Taking the University to the People

Business Training Programs

- Ω SALES AND MARKETING MANAGEMENT
- Ω FRONT OFFICE MANAGEMENT
- Ω BUSINESS ADMINISTRATION
- Ω HUMAN RESOURCE MANAGEMENT
- Ω STRATEGIC MANAGEMENT
- Ω PROJECT MANAGEMENT



Business Courses

Online & Physical Classes

Venue: **JKUATES**

TILL NUMBER

173751

REGISTRATION IN PROGRESS

This course takes 60hrs; with practical classes and quizzes.

This training will be conducted on a monthly basis

Mode of Study: Day 8:00am to 4:00pm

WE ISSUE RECOGNIZED CERTIFICATES



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