

Your Way To Understand Business



IBDL Essential Certification is a rewarding professional qualification that can create opportunities for a lifelong career.

It is an internationally recognized qualification in Business Administration Skills - BAS.

IBDL Essential provides learners with an integrated “big picture” approach to business that covers the most important functional areas of business. It explains the nature of business with an emphasis on its applications for people and organizations.

www.ibdl.net

Study Content:

1. Entrepreneurship and Starting a Small Business
2. Management: Functions and Styles
3. Leadership and Motivation
4. Human Resources Management
5. Marketing: Product and Price
6. Marketing: Place and Promotion
7. Understanding Financial Information and Accounting
8. Business in Global Markets
9. Demonstrating Ethical Behavior and Social Responsibility
10. Information Technology in Business

You Will Obtain:

- 90-day access to IBDL's e-Learning course
- IBDL Essential Textbook or E-Book
- Mind maps
- Flash Card
- Online practice test
- IBDL official examination (3 attempts)

Credential

This course is a preparation for the international exam of **IBDL Essential** accredited by Management Development Institute at Missouri State University.

