

2025

BUSINESS DEVELOPMENT PRACTICAL WORK EXPERIENCE

Comprehensive Manual to guide you through the training program for Practical Work Experience in phases.

Brand Me 4 Job



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INTRODUCTION

Gain industry experience in the field of Business Development

01. Welcome Message:

Welcome to Brand Me 4 Job's Business Development Practical Work Experience Program! Over the entire training program duration you'll gain hands-on experience with cutting-edge business development tools, transforming you into an industry-ready professional.

02. Program Objectives:

- Convert theoretical knowledge into practical expertise
- Master industry-standard business development tools
- Build a portfolio of real-world projects
- Develop proficiency in AI-driven development
- Gain hands-on experience in campaign management
- Understand the business development ecosystem

03. Tools & Platforms Overview:

- Google Workspace / Microsoft Office Suite
- Google Analytics
- Google Calendar / Calendly for scheduling
- Monday.com
- Mailchimp
- Power BI / Tableau
- Optimizely / Unbounce
- AI Tools
- Slack
- Hubspot

04. Learning Outcomes:

- Lead Generation & Management
- Revenue Generation
- Market Research & Analysis
- Stakeholder Management
- Develop business growth strategies
- Growth Strategy Development
- Identify new business opportunities

05. Support Structure:

- Access to Brand Me 4 Job's resources
- Continuous feedback and evaluation
- Regular mentorship sessions
- Practical task-based learning

This program is designed to give you practical experience while building your professional portfolio in business development. You'll work with real projects using industry-standard tools, preparing you for a successful career in the field.

PHASE 1: IDENTIFICATION

Understanding Business Development Fresher Roles

01. Objective:

To comprehensively understand entry-level business development positions, their requirements, and growth potential in the UK job market.

02. Research Guidelines:

2.1 Use platforms like

- Stunited.org job board
- LinkedIn Jobs
- Indeed UK
- Major company career pages

2.2 For each role, document

- Average starting salary range
- Required qualifications
- Essential skills
- Common responsibilities

03. Deliverables:

Create a detailed report covering:

- Role description
- Key responsibilities
- Required skills
- Tools used
- Career progression path
- Companies currently hiring

PHASE 2: ANALYSIS

Deep-dive into Business Development Role Requirements

01. Objective:

Understand and analyze the core responsibilities and skill requirements for business development roles, focusing on practical implementation using Brand Me 4 Job's tool stack.

Analyse fresher job roles across various industries and companies. Identify 10 key micro-categories of job roles commonly expected in entry-level positions.

02. Steps to Complete:

Find Out:

- Job Responsibilities:** Specific responsibilities & activities related to the job role.
- Top Companies:** Examples of organizations where these roles are prominent.
- Demanded Skills:** Core competencies & abilities that candidates need to succeed.
- Tools & Techniques:** Essential software, platforms, and processes needed for these roles.

PHASE 3: MEASUREMENT

Skill Assessment & Proficiency Mapping

01. Objective:

To help interns accurately evaluate their current business development competencies, identify skill gaps, and create a focused learning path using a structured three-level assessment framework. This self-evaluation process ensures targeted skill development aligned with industry requirements and our professional standards.

02. Understanding The Process:

In this crucial phase, you'll conduct a comprehensive self-assessment of your business development capabilities. Think of it as creating your personal skills GPS – understanding where you are now to better navigate where you need to go. Using our three-level framework, you'll evaluate your proficiency in each required tool and skill, from AI tools to social media management. This honest assessment helps customise your learning journey for the next step where you implement your gained skills.

03. Steps to Complete:

- Enlist top skills required for Business Development jobs from your previous analysis.
- Or take pre-decided top skills for Business Development enlisted by experts at Brand Me 4 Job.
- Create a self assessment chart template
- Enlist demanded skills in the template and mark them with appropriate remarks:
 - No Idea
 - Some Idea
 - Clear Idea

Self assessment Chart Idea:

Total Number of Skills I Have To Learn	No Idea	Some Idea	Clear Idea
Number of Skills	Skill Name 1	Skill Name 1	Skill Name 1

PHASE 4: LEARNING

Learn the demanded to reduce skill gaps and be ready for jobs.

01. Objective:

This step helps you learn the most demanded skills for your preferred industry and organisation and be ready for your desired job role.

02. Steps to Learn:

- Access curated videos & tutorials for each skill category.
- Cover 10 micro-features for every technical tool.
- Take notes and review learning

PHASE 5: PRACTICAL WORK

From Learning to Implementation

01. Objective:

To apply acquired business development skills in real-world scenarios through hands-on projects using Brand Me 4 Job's tool stack. This phase transforms theoretical knowledge into practical expertise while building a professional portfolio that demonstrates your capabilities to potential employers.

02. Understanding The Process:

This is where your learning journey culminates in practical application. You'll work on real projects for Stunited.org and Brand Me 4 Job, creating tangible outcomes that showcase your skills. Each project is designed to mirror actual job responsibilities, helping you build confidence and expertise in digital marketing tools and strategies.

03. Steps to Complete:

- Complete assigned tasks related to micro-categories.
- Track progress using a structured dashboard.
- Focus on efficiency and continuous improvement.

05. Sample Task:

Performance Tracking:

- Number of university partnerships initiated
- Response rates from institutions
- Meeting conversion rates
- Partnership closure rates
- Potential student reach

Above mentioned task is a sample task. You will be provided with real-time tasks as per requirements and for you in-depth skill implementation.

04. Success Metrics:

- Project completion quality
- Tool proficiency demonstration
- Results achievement
- Documentation quality
- Presentation skills

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Stunited brings you exclusive career opportunities with

Internships & Practical Work Experience Program!

Unlock Innumerable Career Benefits!



Complete your internship or Practical Work Experience with us and start your career in the United Kingdom!

Top benefits include -

• HANDS-ON SKILL TRAINING	• CAREER DEVELOPMENT SUPPORT
• SKILL DEVELOPMENT OPPORTUNITIES	• RESOURCES
• CLARITY ON CAREER PATH	• RECOGNITIONS
• INTERVIEW & CAREER ASSISTANCE	• NETWORKING & EXPOSURE
• JOB READINESS	• ADDITIONAL EARNING OPPORTUNITIES

Contact us and let us know your desired field of work to start your internship with us, in the UK!

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PERSONAL BRANDING PROFILE RECOGNITION FOR INTERNS

WWW.BRANDME4JOB.COM



Premium Profile

- Stunited Profile Updated - 80%
- LinkedIn Profile Updated - 80%
- Personal Branding - 100%
- 100% Completion of Job Skills Training: 9 / 9

Regular Profile

- Stunited Updated - Below 80%
- LinkedIn Updated - Below 80%
- Personal Branding - 100%
- 60% Completion of Job Skills Training: 5 / 9

PERFORMANCE BADGES FOR INTERNS



Gold Rank

- Attendance: 90%
- Courses: 9/9
- Task Completed: 100%
- Engagement: Outstanding
- Connection: 3 People

Silver Rank

- Attendance: 80%
- Courses: 8/9
- Task Completed: 90%
- Engagement: Excellent
- Connection: 1 - 2 People

Bronze Rank

- Attendance: 70%
- Courses: 7/9
- Task Completed: 70%
- Engagement: Well Done



Best Intern of the Month!

- Attendance: 100%
- Courses: 9/9
- Task Completed: 100%
- Engagement: Outstanding
- Connections: 3 - 5
- Contribution for Project of Company: 50%

Brand Me 4 Job brings you an exciting opportunity with

PERSONAL BRANDING

Refer & Earn!



Be a part of our good work,
by letting people know about it & get rewarded!

Be a part of our referral programme and earn money when your referrals buy any package of Personal Branding! You can earn up to 10% of the package price!

PACKAGE	PRICE	PERCENTAGE (MINIMUM)	YOU GET UP TO (FOR EACH PURCHASE)
PREMIUM PERSONAL BRANDING	£79	10%	£7.9 / PURCHASE
REGULAR PERSONAL BRANDING	£59	10%	£5.9 / PURCHASE
VALUE PERSONAL BRANDING	£39	10%	£3.9 / PURCHASE

Contact us to get your referral code, and start earning!

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ISSUE

2025 - 2026

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BUSINESS DEVELOPMENT**

FOR UK JOB MARKET

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