

Stream: Commerce

Field: Business

Career: Business Development Manager/Executive

Activity: Info Session with experts from Infosys

Organisation: Infosys Limited, Bangalore

About the Organisation: Infosys, a global leader in technology services & consulting, helps clients in more than 50 countries to create & execute digital transformation strategies. It provides software development, maintenance and independent validation services to companies in finance, insurance, manufacturing and other domains.

Reason for selecting the organisation: Infosys was established by 7 engineers in Pune, India with an initial capital of \$250 in 1981. Infosys is now the second-largest Indian IT company by revenues and 596th largest public company in world in terms of revenue. The phenomenal growth can be attributed to Business Development Manager.

A Business Development Manager is a valuable role for any organisation. These managers are tasked with developing and diversifying business so that income increases, and the future and growth of the organisation are guaranteed. A person who has a degree in Business Development or Economics or Finance Marketing can become a Business Development Manager.

Lesson plan of activity

Learning Objective

Students will be able to articulate the role of Business Development Manager (BDM) in developing and diversifying business.

Introduction

Students should have realistic expectations about what they hear at the session. They should understand the goals and how the tour will help them in getting to know more about the career as a BDM. To should make the session effective by asking the experts at Infosys, queries during Q & A.

Pre-program activities completed before the session

Strategies	Examples: Students can
Prepare for the experience	Read a book about business developments. Discuss students' prior knowledge with business and commercial activities. Communicative behaviour expectations and consequence.
Prepare for the activities	Review or introduce relevant content and vocabulary related with developing and diversifying business. Research the skills and competencies required to be a BDM.

Activities during the session

Info Session with a Business Development Manager from Infosys (30 to 40 minutes)

Students should thoughtfully engage with the session through following strategies. They should meet the learning objectives and should be able to build on the learning stated during the Pre-program activities.

Q & A session (20 minutes)

Strategies	Examples: Students can
Listen	Articulate how BDM diversify and develop business.
Record	Write the various skills used by BDM.
Describe	Think of other situations where development managers are useful.
Opinion	Are BDM having an impact on society?
Challenge	Create a scenario in a fictional business and ask the resource person on how to overcome the challenge.
Social Impact	What is the social impact of the work he does?

Working with worksheet 1 (30 minutes)

Post-program activities conducted after the session

Strategies	Examples: Students can
Reflect	Discuss what students like and didn't like about the session. Share, Compare and contrast records. Write a journal entry about the experience.
Present	Create a class book that illustrates the learning. Create a business plan and design ways to diversify it.
Investigate	Conduct investigations to learn more

Worksheet 1 (After the session)

1. After listening to the session, mention the top skills required to be a successful BDM.



2. Create a business proposal and mention your strategies to improve any 3 of the following feature of your business.

- a) Managing and retaining relationships with existing clients
- b) Increasing client base
- c) Negotiating with stakeholders
- d) Identifying and mapping business strengths and customer needs
- e) Researching business opportunities and viable income streams
- f) Following industry trends locally and internationally

