Emerging Business

Supply Chain & Sales - Go To Market Program

<u>Curriculum</u>

Program Outline :

Module 1: Fundamentals of Supply Chain & Sales - Go To Market Program

1. **Market Research and Analysis**

   o Understand market dynamics, customer needs, and competitive landscape.

2. **Value Proposition and Product Positioning**

   o Define and communicate the unique value of the product or service.

3. **Sales and Distribution Channel Strategy**

   o Identify and optimize the best channels to reach customers

4. **Demand Planning and Forecasting**

   o Accurately predict customer demand to align supply chain activities.

Module 2: Advanced Supply Chain & Sales - Go To Market Program

5. **Strategic Market Analysis**

   o Conduct deep market analysis to understand trends and customer needs.

6. **Innovative Product Launch Strategies**

   o Develop and implement innovative go-to-market strategies.

7. **Integrated Supply Chain Planning**

   o Integrate supply chain planning with sales and marketing strategies.

8. **Advanced Demand Forecasting**

   o Predict future demand with high accuracy.

Module 3: Practical Applications

9. **Supply Chain & Sales - Go To Market Program Project Development**

   o Developing and implementing Supply Chain & Sales - Go To Market Program projects.

10. **AI Applications in Supply Chain & Sales - Go To Market Program**

   o Enhancing Supply Chain & Sales - Go To Market Program solutions with AI.

11. **Data Analysis and Visualization**

   o Analyzing Supply Chain & Sales - Go To Market Program data and visualizing results.

12. **Business Intelligence Applications**

   o Using Supply Chain & Sales - Go To Market Program data for decision making.

Module 4: Capstone Project

13. **Integration of Learned Skills**

   o Apply tools and techniques to real-world Supply Chain & Sales - Go To Market Program.

14. **Advanced Supply Chain & Sales - Go To Market Program Systems**

   o Developing complex Supply Chain & Sales - Go To Market Program systems.

15. **Cloud Data Management**

   o Utilizing cloud platforms for scalable Supply Chain & Sales - Go To Market Program solutions.

16. **AI for Supply Chain & Sales - Go To Market Program**

   o Implementing AI solutions in Supply Chain & Sales - Go To Market Program .

Elective Modules

17. **Data Ethics and Privacy**

   o Ethical considerations, privacy laws, compliance strategies.

18. **Predictive Analytics with Data Management**

   o   Building and validating predictive models.

19. **Supply Chain & Sales - Go To Market Program Project Management**

   o   Leading Supply Chain & Sales - Go To Market Program projects, ensuring successful delivery.

20. **Supply Chain & Sales - Go To Market Program for Smart Cities**

   o   Developing Supply Chain & Sales - Go To Market Program solutions for smart city applications.

Websites:

- https://chools.in/
- https://ramaqchools.com/
- https://www.choolsgroup.com/