



Professional
Development
Institute

Diploma in Commerce and Entrepreneurship





Welcome

The Professional Development Institute® (PDI) is one of the leading international institutions specialized in qualifying and developing professional competencies. It is headquartered in the United Kingdom (UK) and has a proven track record in preparing specialized professionals across vital sectors, including banking, finance, and insurance. PDI is distinguished by offering internationally recognized professional certifications that enhance individual efficiency and strengthen their capabilities in the global workplace.

The Program aims to invest in and develop the capabilities of individuals in the fields of commerce and entrepreneurship, enabling them to launch innovative projects that effectively contribute to their stability, strengthen the national economy, and achieve sustainability.

What you will Learn- Key Takeaways



Knowledge

- This diploma will focus on equipping participants with the essential knowledge required for the success of their projects, through:
- A deep understanding of entrepreneurship concepts and their role in economic development
- Comprehension of the fundamentals of planning, execution, and effective project management
- Learning feasibility study methodologies and developing alternative solutions
- Understanding key administrative, financial, and legal procedures for establishing startups
- Gaining insight into creativity and innovation processes and how to transform ideas into viable projects

What you will Learn- Key Takeaways



Skill-Based Objectives

The project will focus on developing participants' practical and professional skills, including:

- Developing effective marketing skills for products and services
- Mastering sales, communication, and effective presentation skills with clients and investors
- Enhancing the ability to adapt flexibly to market changes and global trends
- Understanding human resource management methodologies and managing employees efficiently

What you will Learn- Key Takeaways



Support & Empowerment Objectives

These objectives aim to provide direct support to participants to ensure maximum benefit from the project:

- Providing advisory support to develop their business plans
- Facilitating direct communication with relevant authorities to ease business establishment
- Creating direct communication channels between entrepreneurs, funding institutions, and investors
- Encouraging participants to create innovative and sustainable job opportunities .

Curriculum



- Entrepreneurship Ecosystem Simulation
- Entrepreneurship Journey – Legal Framework
- Entrepreneurship Journey – Financial Aspects
- Entrepreneurship Journey – Innovation & Idea Transformation
- Business Leadership – Marketing & Sales for Business Success
- Business Leadership – Human Resources & Performance Management

Target Audience

Aspiring and early-stage entrepreneurs, recent graduates, and individuals seeking to establish or develop their own business projects in the fields of commerce and entrepreneurship.



Further Information

Eligibility Requirements


Applicants must:

- Hold a degree from a recognized educational organization.
- Have professional experience in the field.
- Sit for and pass the certification examination.
- Adhere to the Professional Development Institute (PDI) Code of Ethics.

About Exam:

- The examination is offered in multiple languages to support international candidates.
- All candidates are required to sit for their exam at an accredited PDI Test Centre.
- The exam duration is (3) hours.
- Each exam consists of 100 multiple-choice questions (MCQs).

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