CEdMA EUROPE — COMPUTER EDUCATION MANAGEMENT ASSOCIATION EUROPE

Technical Training Management	Role--> Code	Business Management	Business Development	Product Management	Curriculum Development	Delivery Management	Operations Management	Duration Minutes
The Technical Training Organisation	K01	■	■	■	■	■	■	30
Strategy and Business Execution	K02	■	■	■	■	■	■	30
Technical Training Product Management	K03	■		■				60
Business Model	K04	■						30
Business Development	K05A	■	■					40
Marketing Management	K05B	■	■	■		■		60
Revenue Generation	K06	■	■	■				50
Sales	K07	■	■					40
Schedule and Resource Management	K08	■				■	■	80
Authorised Training Partner Management	K09	■	■			■	■	30
Consulting Services	K10	■		■		■		50
Offerings and Modalities	K11	■	■	■	■	■		35
Curriculum Development and Management	K12	■		■	■			35
Certification	K13	■		■	■			45
Governance and Metrics Management	K14	■	■	■	■	■	■	30
Financials	K15	■		■		■	■	50
Staff Management & Development	K16	■	■	■	■	■	■	40
Legal	K17	■	■			■	■	40
Infrastructure and Tools	K18	■			■	■	■	40
Number of modules -------->		19	11	12	8	12	9	
Duration in hours -------->		14	8	8	5	9	7	

Business Management: Overall control comes under the remit of business management and is the responsibility of a training executive or senior manager. It depends upon the size of the overall team and its financial structure for profit and loss (P&L), cost centre or breakeven.

Business Development: The Business Development Manager (BDM) role is a combination of quality management, strategic analysis, marketing management and sales. The objective is to identify new business opportunities, expand market share and develop partnerships to generate new and increased revenue.

Product Management: The training product manager serves as the leader of a cross functional team, in essence acting as a project leader, guiding, coordinating and supervising the work to deliver a training offering that launches with the technology product and remains aligned throughout its lifecycle.

Curriculum Development: The curriculum development manager, with instructional designers, content and lab developers, works closely with product management to interpret their requests and develop training offerings.

Delivery Management: The training delivery team manager, working in conjunction with the administration and operations team, assists in the planning of course schedules and the delivery of training.

Operations Management: The administration and operations team, who accept bookings and coordinate the distribution of joining instructions and scheduling of resources such as instructors and training rooms. On completion of an instructor-led course or student receipt of an eLearning or subscription offering, accounting are advised to initiate customer invoicing.