

Business Acumen and Commercial Skills – ONLINE

Level: Intermediate

Description

Business and commercial acumen is a phrase that you often hear, but it's not something that's well understood. In essence, business acumen is a critical understanding of key elements of how a business operates, how it makes money and the underlying business models that a business uses.

This course uncovers the secrets that entrepreneurs and business leaders have developed over many years. But you won't find it in any MBA program!

Learning Outcomes

On completion of the course participants will be able to:

- Understand the concepts of the market and competition
- Understand the different business structures and their benefits and constraints
- Understand what the business delivers and how the business attracts customers
- Explain the critical 'systems' every successful business uses
- Understand the business model, and what the business does to generate revenue and create a profit
- Explain why businesses fail

Program Content

10 Videos – 6 hours of learning

- Overview
- Module 1: The Purpose of a Business
- Module 2: Competition and Markets
- Module 3: Business Structure
- Module 4: Business Models
- Module 5: Financial Management
- Module 6: Innovation and Product Development
- Module 7: Critical Business Systems
- Module 8: Why Businesses Fail
- Module 9 : Summary