

# Business Acumen

## Course Overview

The focus of this workshop is on the development of business acumen in the managerial level. Business Acumen is defined by many experts as the understanding of how a business executes its strategy to achieve its goals and objectives. It includes a complete and deep understanding of the factors that create a company position and deliver its unique value to its customers and beneficiaries and eventually being able to evaluate its success through profitability and shareholder value

## Course Outline

- Business acumen definition and its importance
- The 5 Essential Elements of Business Acumen
- Business language
- Effective decision making and problem solving techniques
- Understanding Strategy
- Internal and External Environment Analysis
- Business Acumen in Management
- Business model analysis

## Learning Objectives

After completing this course, participants will be able to:

- Identify the competencies needed by management in our contemporary environment
- Understand what is business acumen and why it is important particularly today
- Identify how to develop business acumen and how it impacts business
- Understand what factors influence our business and how it is impacted? Explain how the new trends influence strategic management
- Explore the different business models
- Explore a Business Model Case

## Who Should Attend:

- CEOs
- CFOs
- General Managers
- Line Managers
- Supervisors
- Project Managers
- Entrepreneurs

**Course Duration:** Two days from 9:00AM to 4:00PM

**Registration Deadline:** one week before the course date

## Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

### **For Registration**

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

### **For More Information**

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