

A4Q Business Acumen Course with Online Exam

Duration: 3 Days **Course Code: BBAC** **Delivery Method: Virtual Learning**

Overview:

Great business instinct can be learned. Our **Business Acumen** course explores the knowledge, skills and understanding required to avoid business pitfalls and improve business insight.

Virtual Learning

This interactive training can be taken from any location, your office or home and is delivered by a trainer. This training does not have any delegates in the class with the instructor, since all delegates are virtually connected. Virtual delegates do not travel to this course, Global Knowledge will send you all the information needed before the start of the course and you can test the logins.

Target Audience:

The **Business Acumen** course is for anyone interested in the knowledge and skills required to develop business acumen, in particular Business Service Designers (including Business Designers and Service Designers); Business Analysts; Business and Enterprise Architects; Solution Architects and User Researchers. UX Designers, Product Owners and Managers will also find the course beneficial.

Objectives:

- The **Business Acumen** course covers the knowledge, skills, understanding and perspective needed to develop good business acumen. Topics include leadership and decision making skills; an understanding of business models, a growth mindset; financial and data literacy and more.
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Content:

During this course, you will cover:

- The range of knowledge/skills required to possess business acumen
- Types of business model and the differences between them
- The concept of a values driven organisation
- The importance of a growth mindset for senior leadership teams
- Factors relevant to organisational decision-making
- Generic strategies for growth
- Competitive strategies
- How to evaluate product portfolio using the Growth Share Matrix
- Defining the term 'profit' across different types of organisation
- Understanding pricing and costing approaches
- How to evaluate financial reports
- How to analyse business proposals
- Using data to inform business decision-making

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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