



Commercial Awareness and Business Acumen

► Upcoming Sessions

12-16 Aug 2024	London - UK	\$5,950
23-27 Sep 2024	Dubai - UAE	\$5,950
11-15 Nov 2024	Dubai - UAE	\$5,950
16-20 Dec 2024	Dubai - UAE	\$5,950
07-11 Apr 2025	London - UK	\$5,950
28 Apr-02 May 2025	Dubai - UAE	\$5,950
30 Jun-04 Jul 2025	Dubai - UAE	\$5,950
11-15 Aug 2025	London - UK	\$5,950
22-26 Sep 2025	Dubai - UAE	\$5,950
10-14 Nov 2025	Dubai - UAE	\$5,950
15-19 Dec 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

Greetings and welcome to the Commercial Awareness and Business Acumen training course. In the swiftly changing business environment of today, cultivating a robust sense of commercial awareness and business acumen is indispensable for professionals across the board. This course has been meticulously crafted to furnish participants with the requisite knowledge, skills, and mindset necessary to grasp market intricacies, make well-informed business judgments, and propel organizational triumph.

Training Course Objectives

By the end of this training course, participants will:

- Understand the significance of commercial awareness and its impact on business success
- Develop the ability to analyze market trends, customer behavior, and competition effectively
- Interpret financial statements and ratios to assess company performance
- Gain insights into strategic thinking, risk management, and ethical considerations in business

- ▶ Acquire practical knowledge of supply chain management, operations, and innovation
- ▶ Learn to integrate commercial awareness into daily decision-making processes

Designed for

This training course is suitable to a wide range of professionals but will greatly benefit:

- ▶ Professionals at all levels seeking to enhance their business acumen
- ▶ Managers and executives responsible for strategic decision-making
- ▶ Entrepreneurs and business owners aiming to expand their market understanding
- ▶ Individuals in marketing, sales, finance, operations, and related roles
- ▶ Graduates and early-career professionals looking to develop a strong foundation in business skills

▶ Training Details

Day One: Foundations of Commercial Awareness

- ▶ Introduction to Commercial Awareness and its importance
- ▶ Differentiating Commercial Awareness from Business Acumen
- ▶ Basics of supply and demand and their impact on pricing and decision-making

Day Two: Market Understanding

- ▶ Conducting effective market research and analysis
- ▶ Identifying target markets and customer segments
- ▶ Analyzing market trends and competition

Day Three: Financial Fundamentals

- ▶ Introduction to financial statements and their interpretation
- ▶ Understanding key financial ratios and metrics
- ▶ Budgeting and financial planning

Day Four: Strategic Decision Making

- ▶ Fundamentals of strategic planning
- ▶ SWOT analysis and its role in decision-making
- ▶ Managing risks and considering ethics in business decisions

Day Five: Business Operations and Adaptability

- ▶ Understanding supply chain management and operations
- ▶ Embracing innovation and change
- ▶ Integrating commercial awareness into daily decision-making

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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