GLOBAL TRAINING INSTITUTE

Business Acumen and Strategy



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Business Acumen and Strategy course enhances participants' understanding of how various business functions, such as operations, finance, and marketing, work together to create and execute effective business strategies. This training is designed to improve financial literacy, strategic thinking, and leadership skills, empowering professionals to make informed decisions that align with their organization's goals and drive shareholder value.

Who Should Attend

This course is suitable for:

- Functional Managers responsible for departmental support and organizational goals
- Supervisors transitioning into strategic roles
- Managers seeking innovative approaches to business development
- Individuals involved in strategy implementation and communication planning
- Professionals looking to sharpen their analytical skills and business acumen

Course Objectives

By the end of this course, participants will be able to:

- Identify and leverage competitive advantages to enhance shareholder value.
- Analyze the impact of macroeconomic conditions on company profitability and performance.
- Understand and explain the elements of basic financial statements.
- Evaluate a company's short- and long-term survival capabilities and make informed business decisions.
- Apply cost concepts to develop financially appropriate strategies.
- Integrate competitive analysis into decision-making processes to improve business outcomes.
- Create a comprehensive business strategy and implementation map.

Course Content

Strategy: Creating and Bringing Value

- Identify business stakeholders and understand shareholder value dynamics.
- Explore corporate strategy and types of competitive advantages.

Basics of Economic and Industrial Analysis

- Employ a top-down methodology for economic analysis.
- Assess macroeconomic factors such as GDP, inflation, and interest rates.

Financial Analysis: The Practical Approach

- Analyze publicly listed companies using Excel for practical insights.
- Conduct liquidity analysis and calculate relevant financial ratios.

Financially Informed Decisions: The Winning Recipe

- Perform cost structure analysis to assess business model designs.
- Evaluate product lines and calculate contribution margins and break-even points.

Managing Resources and Strategic Decisions

- Make informed decisions on outsourcing and resource allocation.
- Identify relevant costs for decision-making and manage scarce resources effectively..