

Business Acumen Skills

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

OVERVIEW

The business landscape is changing, many industries are caught off guard, what are the trend, who do 1 identify these trends. Business Forward is a short 2-day course that allows participants to understand the needs of the trend and also to see trend patterns or business cycles.

It is design to enable participants to have an awareness of the market and industry will react to the changes of the business landscape.

The modules are design with both content and case studies, to enable participants not only learn theories and principles but also to see it being used in real life.

We will be looking at various case studies to make the learning experience a more well-rounded knowledge session.

PROGRAM OBJECTIVE:

At the End of the course, participants with non-sales background would better understand how they can contribute to the growth of a company in their various roles.

They would be able to see a bigger picture and contribution to the growth and sustainability of a company.

TARGET AUDIENCE

Business leader, project manager, program manager, Department head, Managers etc.

METHODOLOGY

During the course would be driven by groups discussion as they build their initial stakeholders management board. This board could be further customized later as they get more clarity and feedback from stakeholders.

COURSE CONTENTS

No	Content/ Activity	Objective	Outcome	Hrs
1	Module 1: Understand your perception and your behaviour. Act: Lecture and group discussions.	This is made to bring clarity to the participants. On what's their type of vision and personality.	To clear see what's their strength and whats not. To see what's missing from what they think is and what's reality.	2.5
2	Module 2: Strategy What's strategy is applicable for them and what's good for later usage. Act: Lecture and group discussion and immersive business game. Mindset require to succeed!	To show clearly what's needed to do now to bring the business to the next level.	Current actions compared to the business road map. This will enable SME to identify what's needed to be done now and what's not.	2.5
3	Module 3: Business Development Understanding the business cycle and where to strike for the best results. Act: Lecture and Case Study	Identify the market for their business. What the closes market and what's a good long term market.	To know which market to focus and how to allocate resources. Many SME fail to grow because of the targeting current market and not future market.	2
4	Module 4: Operations and Support Looking into current models of operations against ideal models. Which model is best suited for which situation. Act: Lecture and Case study	Learning real scenarios and applications. Giving participant insights of what's possible for them.	Ability to build an actual business models which supports their business instead of attempting to fit into the perfect model .	2,5
5	Module 5: Strategy and tactics How to business tactics on build strategy. Iron out whats effective and whats not. Act: Lecture and Business Simulation	Testing out strategy and tactics, so understand their differences and effectiveness.	Participants will get to experience real scenarios which enable them to apply immediately to their business	2,5

6	Module 6: Execution and Planning Testing out the strategy and tactics in a safe environment. Act: Business Simulation and group discussion	In a controlled environment how would the initial tactics and strategy holds out?	Participants would experience real scenarios and how they react to these scenarios. Giving them real experience right after the simulation and discussion.	2
---	---	--	---	---