

Developing **Business Acumen** (Products Industry)



In this era of rapidly changing trends, organizations need leaders with a robust understanding of business and the various functions that must work well in concert for the organization to succeed. This simulation-based course helps leaders learn to assess business performance, models and opportunities to help their organizations grow strategically.

Enabling Holistic Business Management

Modern organizations are doing away with silos and expect their top talent to have a holistic approach to business beyond their immediate roles. Leaders who know how to manage the challenges of different departments and their individual objectives are better placed to drive the organization's vision forward.

Key Takeaways

- Understand the importance of developing business acumen
- Comprehend and analyze the interconnectedness of various business elements
- Monitor the financial health of the business and devise strategies to improve it
- Identify the factors that impact customer buying decisions
- Appreciate the dynamics of a competitive marketplace and the various strategies at play
- Apply your learning and analyze your actions in a simulated environment

Course Outline

- Components of business and their interplay
- Mechanics of Business Models
- Evaluate one's organization's business model
- SWOT Analysis of business models
- The 4 key disrupts
- Strategies to manage the 4 disrupts
- Simulation Play
- Debrief session

Competencies Covered

- Market Orientation
- Competitor Analysis
- Inventory Management
- Execution Excellence
- Business Acumen

Learning Format



This simulation helps participants understand and practice business acumen by taking on the role of the CEO of a virtual company. Participants are expected to make decisions on pricing, production, marketing and human resource management to drive profit and achieve the organizational targets.



ILT
(WORKSHOP)



VILT
(WEB BASED)



SELF-PACED
COURSE