



Consulting and Training | Reach New Heights

Course Name

Business Acumen - Mid to Advanced

Sector Name

Management And Leadership

Document Type

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Business Acumen - Mid to Advanced

Course Introduction

Business acumen refers to the ability to understand how an organization creates value, makes money, and sustains performance, then use that understanding to make better decisions. Professionals with strong business acumen can connect daily actions to financial results, customer impact, and long-term organizational success.

Developed by **Boost**, this course focuses on decision judgment rather than strategy design or financial analysis. It is designed for mid- to advanced-level professionals who need to think beyond their functional roles and view decisions through a broader business lens. The program focuses on understanding business models, value drivers, trade-offs, and decision impact—without turning the course into a finance, accounting, or strategy class.

Boost's Business Acumen - Mid to Advanced course

strengthens participants' ability to evaluate situations, ask the right business questions, and make decisions aligned with organizational value creation.



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Target Audience

- ✓ Middle and senior managers
- ✓ Business unit and department leaders
- ✓ High-potential professionals
- ✓ Functional managers seeking broader business perspective
- ✓ Professionals involved in decision-making

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Learning Objectives

- ✓ Understand how organizations create and sustain value
- ✓ Interpret business situations from a holistic perspective
- ✓ Link decisions to financial, operational, and customer impact
- ✓ Evaluate trade-offs and risks in business decisions
- ✓ Communicate using a business-oriented mindset
- ✓ Strengthen judgment and decision quality

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Course Outline

✓ DAY 01

Understanding the Business as a System

Module 1: How Organizations Create Value

- ✓ Understanding value creation beyond products and services
- ✓ Key stakeholders and value expectations
- ✓ Internal and external value drivers

Module 2: Business Models and Performance Logic

- ✓ How business models work
- ✓ Revenue, cost, and margin logic
- ✓ Sustainability and competitive positioning

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Course Outline

✓ Day 02

Financial and Operational Awareness for Managers

Module 3: Financial Impact of Managerial Decisions

- ✓ How decisions affect revenue, cost, and profitability
- ✓ Understanding financial consequences without finance detail
- ✓ Common decision blind spots

Module 4: Operational Efficiency and Business Results

- ✓ Productivity, capacity, and efficiency concepts
- ✓ Trade-offs between cost, quality, and speed
- ✓ Operational choices and performance outcomes

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Course Outline

✓ Day 03

Customers, Markets, and Competitive Thinking

Module 5: Customer Value and Market Dynamics

- ✓ Understanding customer value propositions
- ✓ Market behavior and demand drivers
- ✓ Customer impact on business success

Module 6: Competitive Advantage and Positioning

- ✓ How organizations compete
- ✓ Differentiation vs. efficiency
- ✓ Strategic choices and business consequences

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Course Outline

✓ Day 04

Business Judgment and Decision-Making

Module 7: Evaluating Business Trade-Offs

- ✓ Balancing short-term and long-term outcomes
- ✓ Risk vs. reward thinking
- ✓ Prioritization under constraints

Module 8: Decision-Making Under Uncertainty

- ✓ Making decisions with incomplete information
- ✓ Managing assumptions and bias
- ✓ Improving decision confidence

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Course Outline

✓ Day 05

Applying Business Acumen in Practice

Module 9: Communicating with a Business Mindset

- ✓ Speaking the language of business
- ✓ Presenting ideas and recommendations
- ✓ Aligning messages with business priorities

Module 10: Strengthening Business Acumen Capability

- ✓ Learning from outcomes and feedback
- ✓ Building continuous business awareness
- ✓ Applying business acumen across roles

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 12, 2027	April 16, 2027	5 days	2150.00 \$	Virtual , Online
Aug. 23, 2027	Aug. 27, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Oct. 18, 2026	Oct. 22, 2026	5 days	4250.00 \$	KSA , Dammam
Jan. 25, 2027	Jan. 29, 2027	5 days	5950.00 \$	USA , Texas

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