



Consulting and Training | Reach New Heights

Course Name

Certificate in Strategic Business Acumen

Sector Name

Finance, Accounting and Banking

Document Type

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Certificate in Strategic Business Acumen

Course Introduction

In an increasingly complex and competitive business landscape, professionals are expected to understand how organizations create value, make strategic choices, and sustain performance—not just within their own function, but across the entire business. Strategic business acumen is the capability to see the “big picture,” connect decisions to outcomes, and align actions with organizational strategy.

Developed by **BOOST**, the Certificate in Strategic Business Acumen course is designed to strengthen participants’ understanding of how strategy, finance, operations, and market dynamics interact to drive organizational success. The program focuses on building strategic thinking, commercial awareness, and decision-making insight that enables professionals to contribute more effectively at a strategic level.

This course equips participants with the ability to interpret business signals, evaluate trade-offs, and make informed decisions that support sustainable growth—bridging the gap between operational execution and strategic intent.

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Target Audience

- ✓ Managers and professionals seeking to enhance their strategic perspective
- ✓ business understanding
- ✓ decision-making capability.

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Learning Objectives

- ✓ Understand how organizations create, deliver, and sustain value
- ✓ Interpret strategic, financial, and operational business drivers
- ✓ Strengthening strategic thinking and commercial awareness
- ✓ Evaluate business decisions and their impact on performance
- ✓ Aligning individual and functional decisions with organizational strategy

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Course Outline

✓ DAY 01

Foundations of Strategic Business Acumen

Module 1: Understanding Business Acumen Concepts

- ✓ Meaning and importance of business acumen in organizations
- ✓ How business acumen supports effective decision-making
- ✓ Relationship between strategy, operations, and results

Module 2: Organizational Value Creation Basics

- ✓ How organizations create and sustain value
- ✓ Key drivers of performance and competitiveness
- ✓ Linking individual roles to organizational success

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Course Outline

✓ Day 02

Understanding Strategy, Markets, and Competitive Dynamics

Module 1: Strategy and Business Environment Awareness

- ✓ Core elements of business strategy
- ✓ Understanding market structures and dynamics
- ✓ Internal and external factors affecting strategy

Module 2: Competitive Analysis and Strategic Positioning

- ✓ Identifying competitors and competitive advantages
- ✓ Differentiation, cost leadership, and focus strategies
- ✓ Aligning strategic choices with market realities

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Course Outline

✓ Day 03

Financial and Performance Drivers of Business Success

Module 1: Financial Literacy for Strategic Insight

- ✓ Reading basic financial and performance indicators
- ✓ Understanding revenue, cost, and profitability drivers
- ✓ Financial implications of strategic decisions

Module 2: Performance Measurement and Business Metrics

- ✓ Key performance indicators (KPIs) and targets
- ✓ Linking metrics to strategic objectives
- ✓ Using performance data to guide decisions

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Course Outline

✓ Day 04

Strategic Decision-Making and Value Creation

Module 1: Strategic Decision-Making Frameworks

- ✓ Structured approaches to strategic decisions
- ✓ Evaluating risks, trade-offs, and alternatives
- ✓ Managing uncertainty in strategic choices

Module 2: Value Creation and Optimization

- ✓ Maximizing value through resource allocation
- ✓ Identifying growth and improvement opportunities
- ✓ Balancing short-term results with long-term value

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Course Outline

✓ Day 05

Integrating Business Acumen into Leadership and Execution

Module 1: Applying Business Acumen in Leadership Roles

- ✓ Leading with a strategic and commercial mindset
- ✓ Aligning teams with business priorities
- ✓ Communicating strategy and expectations clearly

Module 2: Execution, Alignment, and Continuous Improvement

- ✓ Translating strategy into actionable plans
- ✓ Monitoring execution and adjusting decisions
- ✓ Embedding business acumen into daily practices

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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