

BUSINESS FUNDAMENTALS



GENTEX[®]
TRAINING CENTER



Introduction

Every role in an organisation depends on the same commercial engine: revenue, cost, cash, customers, and the processes that connect them. The Business Fundamentals Training Course explains that engine clearly for people who need to understand how a business actually works. Participants learn how companies create value, how money moves through them, and how decisions in one area affect performance elsewhere. Furthermore, the course covers markets, customers, operations, finance, and organisational structure. In addition, it addresses strategy, performance measurement, and business ethics. As a result, participants return able to read business situations accurately and contribute more confidently to commercial discussions.

Business Fundamentals Course Objectives

- Explain how a business creates, delivers, and captures value.
- Apply the Business Model Canvas to describe an organisation's model.
- Read basic financial statements, including income, balance, and cash flow.
- Apply cost, margin, and break-even concepts to business decisions.
- Analyse markets using segmentation and Porter's Five Forces.
- Explain core operations, supply chain, and quality principles.
- Describe organisational structures, functions, and governance basics.
- Apply SWOT and PESTLE to business situation analysis.
- Identify the main business risks and internal control concepts.
- Interpret business performance indicators and management reports.

Course Methodology

- Instructor-led sessions explaining business concepts in plain language.
- Case studies from service, manufacturing, retail, and public organisations.

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- Practical exercises in reading financial statements and building a business model.
- Group workshops analysing a real organisation's commercial position.
- Scenario exercises on pricing, cost, and investment choices.
- Continuous knowledge checks and a final applied business analysis project.

Who Should Take This Course

- New employees joining a commercial organisation.
- Technical specialists moving into business-facing roles.
- Administrative and support staff seeking commercial awareness.
- Team leaders and supervisors new to business concepts.
- Public sector staff working with private sector partners.
- Anyone preparing for management or entrepreneurial responsibility.

Business Fundamentals Course Outlines

Day 1: How Businesses Create Value

- What a business is and what it must deliver.
- Revenue, cost, margin, and profit in simple terms.
- The value chain and value proposition.
- Business Model Canvas: nine building blocks of a business model.
- Customers, market segments, and demand drivers.
- Profit versus cash: why both matter.
- Workshop: mapping a familiar business using the Business Model Canvas.

Day 2: Financial Fundamentals



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- The three core financial statements and what each shows.
- Income statement: revenue, costs, and profit.
- Balance sheet: assets, liabilities, and equity.
- Cash flow statement and working capital.
- Cost types, contribution margin, and break-even analysis.
- Reading key ratios: profitability, liquidity, and efficiency.
- Workshop: analysing a simple set of financial statements.

Day 3: Markets, Customers, and Competition

- Market segmentation and customer needs.
- Marketing mix: product, price, place, promotion.
- Competitive analysis using Porter's Five Forces.
- Pricing methods and value-based pricing concepts.
- Customer retention, satisfaction, and lifetime value.
- Environmental scanning with PESTLE and SWOT.
- Workshop: analysing the competitive position of a company.

Day 4: Operations, People, and Structure

- Core operations and process flow basics.
- Supply chain, procurement, and inventory concepts.
- Quality management and continuous improvement principles.
- Organisational structures and functional roles.
- Teamwork, performance management, and accountability.
- Governance, ethics, and compliance fundamentals.
- Workshop: mapping how one decision affects several departments.





Day 5: Strategy, Performance, and Risk

- What strategy means and how organisations choose direction.
- Business objectives and SMART goal setting.
- Key performance indicators and management reporting.
- Risk identification, internal control, and business continuity basics.
- Change, innovation, and competitive advantage.
- Building a personal commercial awareness development plan.
- Workshop: presenting a business analysis and improvement proposal.

Conclusion

By successfully completing the Business Fundamentals Training Course, participants will have acquired the knowledge to explain how a business creates value, read basic financial statements, analyse markets and competition, understand operations and organisational structure, and interpret performance indicators. They will also gain the ability to assess risk and contribute confidently to commercial discussions. Furthermore, the course prepares participants to connect their daily work to the organisation's commercial results. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready business understanding.

FAQs

Q1 What is the "Business Fundamentals" course about?

It is a practical programme on how businesses actually work. It covers value creation and business models, financial statements and costing, markets and competition, operations and organisational structure, strategy and performance measurement, and risk and governance fundamentals.



Q2 What are the key benefits of the "Business Fundamentals" course?

Participants gain commercial awareness that makes their decisions better informed and their contributions more valuable in meetings. The course improves understanding of budgets, costs, and profitability, strengthens analysis of markets and competitors, and helps staff connect their daily work to the organisation's financial and strategic results.

Q3 What skills will I gain from the "Business Fundamentals" course?

Business model analysis and value chain understanding; financial statement reading, costing and break-even analysis; market, customer and competitive analysis; and performance measurement, risk awareness and organisational understanding.

Q4 What tools, methods, or standards are covered in the "Business Fundamentals" course?

The course covers the Business Model Canvas, income statement, balance sheet, and cash flow statement reading, contribution margin and break-even analysis, financial ratio analysis, market segmentation and the marketing mix, Porter's Five Forces, PESTLE and SWOT, KPI and management reporting formats, and risk identification and internal control concepts.



Q5 How is the "Business Fundamentals" course applied in real-world practice?

Graduates apply it by reading their organisation's financial and management reports with understanding, assessing how their own decisions affect cost and margin, and preparing simple business cases with clear figures. They also analyse competitors and customers when proposing changes, and evaluate risks before recommending action.