

CERTIFICATE IN BUSINESS ACUMEN



GENTEX[®]
TRAINING CENTER



Introduction

Leaders make better decisions when they understand how their organization actually earns money. Business acumen is the ability to read the commercial picture revenue, cost, cash, customers, and competitive position and to act on it. This Certificate in Business Acumen Training Course builds that capability from the ground up for professionals across functions. Furthermore, it covers financial literacy, value drivers, customer economics, competitive analysis, and the commercial reasoning used in strategic decisions. Participants also learn to connect their own work to profit and growth. As a result, they leave able to contribute commercially, not just technically.

Certificate in Business Acumen Course Objectives

- Read financial statements including income statements, balance sheets, and cash flow.
- Interpret profitability, liquidity, efficiency, and leverage ratios.
- Identify value drivers through the DuPont analysis framework.
- Explain how revenue, margin, and working capital shape cash generation.
- Apply unit economics and contribution margin analysis to product decisions.
- Use Porter's Five Forces and value chain analysis to read competitive position.
- Build simple business cases with NPV, payback, and ROI.
- Understand pricing strategies and their effect on profitability.
- Analyze customer profitability with segmentation and lifetime value.
- Connect functional decisions to commercial outcomes and shareholder value.

Course Methodology

- Interactive workshops built around participants' own organizations.
- Guided financial statement reading and ratio analysis practice.
- Business case and value driver exercises using live figures.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Simulation of pricing, cost, and investment decisions.
- Case studies across manufacturing, services, and retail sectors.
- Action planning that links each tool to the participant's own function.

Who Should Take This Course

- Managers and team leaders in non-financial functions.
- Engineers, technical specialists, and operations supervisors.
- Sales, marketing, and customer service professionals.
- HR, IT, and administrative managers seeking commercial awareness.
- Project managers responsible for budgets and returns.
- Professionals preparing for wider management responsibility.

Certificate in Business Acumen Course Outlines

Day 1: How Businesses Make Money

- Understanding the business model and revenue logic.
- Reading the income statement line by line.
- Interpreting the balance sheet and its structure.
- Tracing cash flow through operations, investing, and financing.
- Connecting the three financial statements together.
- Reviewing how industries earn profit differently.
- Completing a personal financial literacy assessment.

Day 2: Financial Analysis and Value Drivers

- Applying profitability, liquidity, and efficiency ratios.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Using the DuPont analysis to break down return on equity.
- Assessing leverage and financial risk.
- Understanding working capital and cash conversion cycles.
- Identifying the key value drivers in a business.
- Comparing performance against benchmarks.
- Analyzing a company's financial health.

Day 3: Customers, Pricing, and Profitability

- Calculating unit economics and contribution margins.
- Understanding gross margin versus net margin.
- Evaluating pricing strategies and elasticity effects.
- Analyzing customer profitability by segment.
- Estimating customer lifetime value and acquisition cost.
- Assessing product and service portfolio profitability.
- Building a profitability analysis for a product line.

Day 4: Business Cases and Investment Decisions

- Structuring a business case with clear assumptions.
- Applying NPV, IRR, and payback analysis.
- Calculating ROI and cost-benefit comparisons.
- Assessing risk and sensitivity in projections.
- Presenting investment proposals persuasively.
- Understanding capital allocation priorities.
- Drafting a business case for a real initiative.





Day 5: Competitive Position and Commercial Judgement

- Applying Porter's Five Forces to industry analysis.
- Using value chain analysis to find advantage.
- Reading market share, growth, and competitive moves.
- Linking operational decisions to commercial results.
- Communicating commercials to non-financial audiences.
- Building commercial awareness in your team.
- Preparing a 90-day business acumen action plan.

Conclusion

By successfully completing Certificate in Business Acumen, participants will gain the knowledge to read financial statements, identify value drivers, and judge whether an initiative makes commercial sense. They will acquire skills in financial analysis, profitability assessment, business case development, and competitive reasoning that strengthen decisions in any function. Gentex Training Center builds this course around participants' own organizations, so learners return ready to think commercially and contribute to profit and growth.

FAQs



Q1 What is the "Certificate in Business Acumen" course about?

It develops commercial and financial understanding for professionals across functions. The course covers financial statements, ratio analysis, value drivers, unit economics, pricing and customer profitability, business cases with NPV and ROI, and competitive analysis using frameworks like Porter's Five Forces.

Q2 What are the key benefits of the "Certificate in Business Acumen" course?

Participants make decisions that consider cost, cash, and profit rather than only technical merit. They also build credible business cases, speak confidently about financial performance, evaluate pricing and customer value, and contribute more effectively in management and strategy discussions.

Q3 What skills will I gain from the "Certificate in Business Acumen" course?

You will gain financial statement literacy and analysis, value driver and profitability assessment, business case and investment appraisal, and competitive analysis and commercial judgement. These four skills work together to connect daily functional decisions with organizational results.



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

The course covers income statements, balance sheets and cash flow analysis, profitability, liquidity, efficiency and leverage ratios, DuPont analysis, working capital and cash conversion cycle metrics, unit economics and contribution margin analysis, customer lifetime value, pricing strategies, NPV, IRR, payback and ROI appraisal, sensitivity analysis, Porter's Five Forces, and value chain analysis.

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

Participants analyze their own organization's financial statements, calculate value drivers and profitability by product or customer, and draft a business case for a real initiative. They also assess competitive position and complete a 90-day plan for applying commercial thinking in their role.