

Certificate in Business Acumen

Paris (France)

20 - 24 July 2026

UK Traininig

PARTNER



Certificate in Business Acumen

Code: CT28 From: 20 - 24 July 2026 City: Paris (France) Fees: 5100 Pound

Introduction

In today's complex and fast-paced business world, having business acumen is no longer a bonus—it is a necessity. The ability to connect everyday decisions with long-term strategic and financial outcomes is what sets high-performing professionals apart.

This is especially true for leaders and professionals across the Middle East and North Africa MENA region, who operate in rapidly evolving environments.

The Certificate in Business Acumen is designed for executives, team leaders, and professionals across sectors including energy, finance, telecommunications, government, marketing, human resources, and operations. It equips participants with the tools to interpret financial statements, evaluate strategic options, and make informed decisions that drive business results.

Course Objectives

- Understand the concept of business acumen and its organizational importance.
- Interpret basic financial statements and performance indicators.
- Connect operational decisions to strategic objectives.
- Analyze internal and external business environments.
- Strengthen critical thinking and decision-making skills.
- Apply tools such as return on investment and profitability analysis.
- Communicate effectively with senior management in business language.
- Develop an integrated perspective across departments and business functions.

Course Outlines

Day 1: Foundations of Business Acumen

- Define business acumen and its relevance in leadership roles.
- Distinguish between technical expertise and enterprise-wide thinking.
- Explore business models and organizational structures.
- Understand how each department contributes to the bottom line.
- Link day-to-day actions to broader business results.
- Activity: Analyze the business lifecycle of a real product.

Day 2: Financial Awareness for Decision-Making

- Overview of key financial statements.
- Interpret income statements and balance sheets.
- Understand cash flow and profitability metrics.
- Use cost data to assess project viability.
- Case study: Analyze a simplified financial report.



- Workshop: Make investment choices based on available data.

Day 3: Strategy and Alignment

- Apply SWOT analysis and market frameworks.
- Set SMART goals that align with enterprise strategy.
- Use key performance indicators to track progress.
- Understand how markets and operations interact.
- Session: Prioritize strategic initiatives using data.
- Activity: Analyze performance gaps and opportunities.

Day 4: Driving Performance Through Insight

- Leverage data to support key business decisions.
- Read and interpret operational performance reports.
- Translate metrics into action for teams and executives.
- Combine numerical analysis with qualitative judgment.
- Practice presenting data-driven proposals to leaders.
- Workshop: Create a performance impact pitch.

Day 5: Capstone and Application

- Recap of key business acumen principles.
- Final project: Build a business plan with measurable impact.
- Peer review and instructor feedback.
- Prepare a personal development plan for applying skills.
- Final assessment and certification issuance.
- Networking and knowledge sharing session.

Why Attend this Course: Wins & Losses!

- Gain a strategic perspective across business functions.
- Improve decision-making with financial and operational insight.
- Increase confidence in communicating with senior executives.
- Enhance career progression through practical business skills.
- Strengthen your role as a results-driven contributor.
- Obtain a globally recognized certification.
- Build cross-functional collaboration skills.
- Learn through real case studies, tools, and peer interaction.

Conclusion

In today's competitive landscape, business acumen is a critical differentiator. Whether you're a rising manager or an experienced leader, understanding the financial and strategic implications of your actions empowers you to drive meaningful impact.

The Certificate in Business Acumen provides a hands-on, practical framework to make smarter decisions, communicate with confidence, and align your daily work with big-picture goals.



It is more than a course—it is a transformation in how you think, act, and lead.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



هيئة تنظيم الكهرباء - عمان
AUTHORITY FOR ELECTRICITY REGULATION, OMAN
Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

