

# Building Business Acumen for Young Professionals

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

19

**Pre-requisites**

No prior experience needed

**Video duration**

40m

**Estimated study time**

40m 51s

**Instructor**

Marcel Badart

## Introduction

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### 1 Master business essentials

When you're just starting a business career, there's a lot to learn, especially if you come from a non-business background.

## Demystify the Business Ecosystem

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### 2 Understand the big picture

Companies don't operate in a vacuum, so it is useful to get a perspective on the part they play in the economy.

### 3 Analyze your company's industry

Your company is part of a complicated network of organizations that include competitors, in addition to customers, partners and suppliers.

### 4 Identify your company's niche

A key assumption of this course is that you will be happier and more successful in your business career if you can show impact on the company's success - a clear understanding of your company's niche will help you to achieve that.

## Evaluate Your Company Structure

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### 5 Define revenue and the bottom line

As obvious as it might seem, business organizations are rewarded by successfully satisfying customer needs and wants.

### 6 Build a customer focus

Many would agree that providing the customer what they want or need, at a fair price and at a profit, is what makes a business successful.

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### Identify the leadership team

In your new business career, you'll hear a lot about your company's executives, managers and other power brokers.

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### Support company owners

"Owners" can mean your boss—a solitary founder—or it can mean shareholders who buy an interest in the company.

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### Achieve strategic business goals

After deciding the company's strategy, based on their expertise, experience, deliberation and analysis, your company leaders establish goals and metrics that rally the rest of the organization, including you and your manager, to deliver on the strategy.

## Find Your Place at Work

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### Make an impact

During your business career, keep in mind that those who do the most to help the company to succeed are the ones who are paid well, recognized and given more responsibility.

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### Assess your career path

A well-run business offers many paths to success, so when you're beginning, it pays to develop a general understanding of your options and what you need to do to prepare.

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### Work successfully on a team

Working on a team is a characteristic of modern business, with each team member bringing unique skills that make the team more effective in achieving goals and metrics.

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### Work successfully with your manager

It's easy to think of your career in terms of what benefits you, but keeping your manager's incentives, objectives and priorities in mind—and helping them to achieve them—is an often-overlooked aspect of building success.

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### Communicate effectively

In any organization, you should not be shy about letting people know you've done a good job or created a positive impact for your team, other teams, or on the company's bottom line.

## Achieve Career Success

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### Pursue learning opportunities

The more you know about business in general, and your company and industry in particular, the greater the impact on your career, your success, and your professional happiness.

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### Demonstrate your leadership

When you're first starting in business, taking charge is the last thing on your mind.

## 17 Build your business network

Networking can take place with others in your specialty, which can help equip you with skills and insights that help you to do a better job, but it should also include others in the company and in your industry.

## 18 Assess your career options

By developing a working knowledge of business, your company, your industry and your role, you can better understand your options and where your career can end up.

# Conclusion

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## 19 Next steps

Thank you for watching this course!

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