

Learn by Doing

# Mastering Business Essentials

An Immersive Business Simulation Program

Expand the business acumen of your managers and empower them to drive business value.

Davenport University's 5-week Mastering Business Essentials is an interactive and immersive business simulation program designed to accelerate strategic thinking by focusing on the most critical elements in business. Through facilitated virtual sessions and a learn-by-doing simulation, participants feel the pressure of making economic trade-offs and experience the consequences of business decisions.

This simulation-based program provides an overview of core business skills relevant for any career, including the fundamentals of financial management, data-driven decision-making, and effective communication skills to drive results.

## After completing this program, you will:

- Apply knowledge of accounting, operations, and marketing to common business challenges
- Identify ways to improve company performance and meet customer needs
- Analyze market conditions and explore business growth opportunities
- Better manage capacity and resources
- Analyze and forecast based on financial statements and ratio analysis
- Effectively utilize industry-based data to make business decisions

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To learn more, visit or call:

[my.davenport.edu/ipex/management](http://my.davenport.edu/ipex/management) | (616) 233-2589

## Topics

### WEEK 1: Decision Making

Decision-making is a critical component of every manager's day-to-day. Whether it's budgeting, delegating tasks, or implementing strategy, daily choices have a direct impact on success.

### WEEK 3: Budgeting and Resource Allocation

Managing business processes often involves careful forecasting, taking into account expenses, investments, and obligations. Explore the role of budgeting and resource allocation within the organizational context.

### WEEK 5: Capstone Summary and Conclusions

Review the strategic processes used over the last 5 weeks and transform theoretical knowledge into real-world business practice.

### WEEK 2: Making Financial Statements Work for You

Knowing how to read financial statements can be invaluable in analyzing business opportunities. Learn how financial data is generated, reported and used for decision making, analysis and valuation.

### WEEK 4: Business Strategy

If you want to stay competitive, you need to create and execute a sound business strategy. Learn how a good strategy will help you make good investment decisions, like how and where you would like to spend money.

## How it Works

- Attend virtual learning sessions that incorporate a dynamic business simulation
- Practice interpreting financial data using targeted exercises to make simulation decisions
- Debrief simulation outcomes with experienced faculty

## Weekly Schedule

**Pre-Work:** Prep for Virtual Session (30 minutes)

**Virtual Session:** 9am - 11am

**Review:** Simulation Decision Strategy and Review

**Deadline:** Final Simulation Decisions Due for the Week

## Who Should Attend

- Managers seeking a refresher in business concepts
- New managers wanting to improve business acumen
- All professionals keen to business trends and best practices

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### Cost

\$395



Davenport University's Institute for Professional Excellence is authorized by IACET to issue CEUs for this program.