

COMMERCIAL ACUMEN FOR NON-FINANCE PROFESSIONALS

Start Date:	17/08/2026	End Date:	21/08/2026
Categories:	Procurement & Commercial	Venues:	Barcelona
Formats:	In Person	Instructors:	

OVERVIEW

This course provides business professionals with a commercial mindset to evaluate opportunities, make data-informed decisions, and contribute to financial performance without needing a finance background.

OBJECTIVES

By the end of this course, participants will be able to: – Understand business models and revenue-cost structures. – Analyze profitability, pricing, and break-even points. – Assess commercial risks and financial trade-offs. – Collaborate more effectively with finance and strategy teams. – Make commercial decisions that align with business value.

COURSE OUTLINE

1- Commercial Thinking and Business Models 2- Pricing, Profitability, and Revenue Drivers 3- Cost Awareness and Break-Even Scenarios 4- Strategic Risk and Opportunity Assessment 5- Making Data-Backed Commercial Decisions

TARGET AUDIENCE

All Supervisory Levels, Operations, HR, project, procurement, and marketing professionals involved in budget, pricing, or project delivery responsibilities.

METHODOLOGY

Scenario-based challenges, commercial decision games, Excel cost simulations, and business case labs.

CONCLUSION

Participants will be equipped to make smarter commercial decisions and better align their work with organizational performance goals.

DAILY AGENDA

Day 1: Understanding Commercial Logic

Learn how business value is created and measured.

Day 2: Revenue and Cost Structures

Explore drivers of income, margins, and profitability levers.

Day 3: Pricing and Break-Even Modeling

Practice pricing strategy, volume forecasting, and cost analysis.

Day 4: Risk Thinking and Business Impact

Analyze trade-offs, stakeholder impact, and strategic value.

Day 5: Making the Case

Apply financial logic to decisions and present commercial arguments.

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