

Overview of Business Awareness

商业意识介绍

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Contents

- Commercial Awareness & Business Acumen
- Planning Ahead & Future Proofing
- Professional Self-awareness
- Data Analysis and Manipulation

Overview of Business Awareness

- How to enhance commercial awareness
- PESTEL Analysis

Commercial Awareness & Business Acumen

Planning Ahead & Future Proofing

- Importance of planning ahead for business
- Big business failures
- Future proofing an organization
- Suitability, acceptability, feasibility (SAF) mode

Commercial Awareness

Professional Self-awareness

Data Analysis and Manipulation

- SWOT Analysis
- Decide when to seek help of expert

- The importance of data analysis
- Your role in data analysis
- Ratio analysis
- Data analysis and manipulation

A person is seen from behind, standing on a dark mountain peak. They are looking out over a vast landscape of white, fluffy clouds that stretch to the horizon. The sky above is a mix of blue and orange, suggesting a sunset or sunrise. The overall scene is serene and expansive.

Please study EPSM Unit 4 Business Awareness for more details