



INTERNATIONAL ACADEMY OF APPLIED SCIENCES

ART OF OPPORTUNITY: BUILD GROWTH AND VENTURE FOR BUSINESSES

Program Objectives:

- Understand the various business and external scanning techniques and approaches to identify business opportunities.
- Apply business and environmental analysis techniques such as PESTLE, competitor Analysis, and demand and supply gap analysis.
- Understand the different types and approaches of internal analysis including organizational capabilities and resources, firm's financial position, etc.
- Conduct analysis to determine the relevant services/product position in relation to competitors such as economic analysis, market and customer analysis, and primary and secondary competitor analysis.

Learning Objectives:

By the end of the course, you will have gained the knowledge and expertise to:

- Learn creative and practical methods for exploring growth opportunities.
- Identify your pathway towards new growth by adopting the right perspectives and methods for innovative opportunities.
- Gain the necessary tools to build your ability to capture growth.
- Merge business design thinking and strategic innovation to use visual frameworks and research-based methodology in your business and/or product/services analysis and planning.
- Focus on value creation as a way of identifying new opportunities by crafting them by designing your strategy and building new growth ventures.
- Develop a mind shift into a new of thinking that build your competence to:
 - Look at business growth from a new perspective.
 - Create value for all stakeholders: the customers, company, and ecosystem.
 - Innovate strategically and design new business models.
 - Develop a new active business design thinking approach to innovation.

Day 1:

- Understand the various business and external scanning techniques and approaches to identify business opportunities.
- Apply business and environmental analysis techniques such as PESTLE, competitor Analysis, and demand and supply gap analysis.

8:00 – 8:30	Welcome and introductions: <ul style="list-style-type: none">- Overview of the course,- Introduction of the agenda and method of work.
8:30-9:45	<ul style="list-style-type: none">- What is environmental scanning for your business?
9:45-10:15	Break 1
10:15-11:50	Environmental scanning strategies/techniques: <ul style="list-style-type: none">- Market research- Expert opinion- SWOT analysis (already known and applied)
11:50-12:30	Break
12:30-2:00	<ul style="list-style-type: none">• Competitor analysis

Day 2:

- Understand the various business and external scanning techniques and approaches to identify business opportunities.
- Apply business and environmental analysis techniques such as PESTLE, competitor Analysis, and demand and supply gap analysis.

8:00 – 8:30	Welcome and introductions: <ul style="list-style-type: none">- Recap of day 1- Introduction of Day 2.
8:30-9:45	Using business scanning techniques: visual and practical tools to identify opportunities and reduce threats:
9:45-10:15	Break 1
10:15-11:50	Environmental scanning strategies/techniques: <ul style="list-style-type: none">- PESTLE analysis.- Industry analysis
11:50-12:30	Break
12:30-2:00	<ul style="list-style-type: none">• demand and supply gap analysis

Day 3:

- Understand the different types and approaches of internal analysis including organizational capabilities and resources, firm's financial position, etc.

8:00 – 8:30	Quick recap of day 2 and responding to Participants' questions/feedback inputs.
8:30-9:45	Components of business environments: - Internal components: <ul style="list-style-type: none"> • Human resources • Financial resources • Organizational structure
9:45-10:15	Break 1
10:15-11:50	External components: macro and micro factors. - Micro factors: competitors, clients, suppliers, consumers, and others.
11:50-12:30	Break 2
12:30-2:00	Critical Questions: Frequency: How often should an environmental scan be conducted? Validity: How long does it last? Applicability: When should I implement findings from my environmental scan? Authority: Who performs an environmental scan for a business?

Day 4:

- Conduct analysis to determine the relevant services/product position in relation to competitors such as economic analysis, market and customer analysis, and primary and secondary competitor analysis.

8:00 – 8:30	Quick recap of day 3 and responding to Participants' questions/feedback inputs.
8:30-9:45	Components of business environments: - Internal components: <ul style="list-style-type: none"> • Corporate culture • Technological resources • Capital resources.

9:45-10:15	Break 1
10:15-11:50	External components: macro and micro factors. - Macro factors: demographics, economics, political/legal, technology, etc.
11:50-12:30	Break 2
12:30-2:00	Course Evaluation and Feedback Critical Questions: Frequency: How often should an environmental scan be conducted? Validity: How long does it last? Applicability: When should I implement findings from my environmental scan? Authority: Who performs an environmental scan for a business?