

ComSIM

Business Acumen

Pharmaceutical

Develop a bigger picture orientation, understand the changing market environment, how you influence the supply chain, profit margins, the working capital and bottom-line of your organisation.

<p>Understand the Bigger Picture</p>	<p>Develop a Market Orientation</p>	<p>Develop Financial Acumen</p>
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ComSIM is a powerful business acumen programme (with applied business simulation) to align sales managers, reps, supply chain managers (including buyers and warehouse supervisors) to business strategy and alignment

- *Highlight the linkages between business strategy, decisions, actual actions and the resultant business outcomes (alignment)*
- *Create an understanding for the importance of cross-functional collaboration to improve efficiencies, avoiding silos, manage for results and to optimise organisational performance*
- *Make better business decisions considering the registration/approval processes, marketing and overall profitability*
- *Understand the profit drivers in your organisation*
- *Understand how a total quality management orientation benefit the customer and organisation alike*
- *Support performance management with a practical, hands-on business simulation*
- *Create an understanding for the reasons for measuring progress in business improvement and performance*

Using experiential learning as learning methodology, ComSIM was designed to provide participants with a practical, hands-on learning experience with immediate back-to-the workplace applications.

The instructional design principles underscoring the ComSIM process identifies clearly defined learning objectives, the flow of which are linked in a progressive manner to the overall programme objectives, work experience of participants and customised organisational requirements.

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