



# Know the Business

## AUDIENCE

Employees from all levels and functions of the organization.

## Develop your “Big Picture” business acumen

### Program Benefits

*Know the Business* (KTB) is BTS’s Business Acumen e-Learning platform. In this fun and competitive suite of highly interactive courses, you are in the driver’s seat managing a business. Through interactive simulations and exercises, you will explore financial and operational challenges, access company performance, conduct market research, make critical business decisions and strive to improve shareholder value. As you work to solve critical problems in your path, you will experience how your actions and decisions impact your company’s objectives, performance and ultimately, its success.

Once you gain a big picture view of how you contribute to your company’s performance — once you *know the business*, you will be better able to help grow the business and meet your competition head on. The KTB suite of courses will help make sure you’re ready.

After completing the KTB e-Learning suite of Business Acumen courses, professionals will improve their Business Acumen knowledge and skills and organizations will realize accelerated and improved performance and long-term value on their training investment.

- Improve Business Acumen knowledge and skills
- Improve performance back on the job
- Effective learning methodology increases learning retention and long-term organizational value

### Program Description

The *Know the Business* suite includes these four courses:

- KTB 1: Assessing Financial Performance
- KTB 2: Competing for Customer Value
- KTB 3: Achieving Return on Strategy
- KTB 4: Managing Growth & Profitability

### Implementation/Customization

Each course in the KTB e-Learning suite features MBA-caliber content customized to real-world business issues. The simulations employ industry and competitor benchmarks, and include interactive and engaging exercises. The flexible, just-in-time e-Learning delivery gives learners access anytime, anywhere. Courses can be taken separately or as a full suite. They can also be delivered as a complete curriculum across groups.