



Business Essentials Program

Program Overview:

The Business Essentials Program is designed to equip individuals in Saudi Arabia with the core skills required to excel in the modern business environment. This 4-week course includes four comprehensive modules, each spanning five days. Whether you're entering the workforce, seeking to grow in your current role, or transitioning into a business-related field, this program provides the practical knowledge and tools needed to succeed.



Duration: 4 Weeks

Module Length: 5 Days per Module

Modules & Outcomes

1. Introduction to Finance

This module provides a solid foundation in financial management, covering key concepts like budgeting, financial planning, and interpreting financial data. Participants will learn how to make informed financial decisions in the workplace.

What Participants Will Gain:

- Understanding of basic financial concepts
- Ability to manage personal and business budgets
- Skills to analyze and interpret financial reports for better decision-making



2. Accounting Fundamentals

Focusing on the essentials of accounting, this module explores key accounting terms, concepts, and the role of accounting in business. Participants will gain hands-on experience in interpreting financial statements and understanding the financial health of an organization.

What Participants Will Gain:

- Knowledge of basic accounting principles
- Ability to understand and use financial statements
- Insights into business operations and financial health



3. Project Management Basics

This module introduces the principles of project management, including task management, timelines, and resource allocation. Participants will learn how to use basic tools and techniques to manage projects efficiently and effectively.

What Participants Will Gain:

- Understanding of project management lifecycle
- Skills in task and time management
- Knowledge of tools and techniques for successful project execution



4. Technology in Business: Artificial Intelligence (AI)

Explore how emerging technologies, particularly Artificial Intelligence, are transforming industries. This module focuses on how professionals can integrate AI tools into their daily work to enhance productivity and decision-making.

What Participants Will Gain:

- Understanding of AI's impact on business
- Practical knowledge of AI tools for business operations
- Insights on how to leverage technology for workplace efficiency



Who Should Attend?

- Recent graduates and job seekers entering the workforce
- Employees looking to advance in their careers
- Professionals transitioning into business functions
- Individuals with non-business backgrounds seeking practical skills
- Staff in semi-government or nonprofit organizations aiming to strengthen their business acumen



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