

COMMERCIAL AWARENESS COURSE – THURSDAY 9TH OCTOBER

WHO SHOULD ATTEND – WHAT YOU WILL GAIN!!!!

COMMERCE affects all of us everyday of our working lives; it is the axle on which turns TRADE, INDUSTRY and, indeed the ongoing development of mankind. Without commerce, there would be no basis upon which to accumulate wealth. We produce to sell, we sell to make profit, we use that profit to buy things we need but also to produce more with greater efficiency; the result being continued development.

We all take part in commercial activities, e.g. every time we shop, in earning our salary, in saving and investing money. The more we understand about commerce, the more efficiently we carry out these activities.

In the workplace we have commercial specialists; accountants, salespeople, buyers, credit controllers and commercial managers directing all these activities. However, as identified above, commercial activity is carried out by all of us, especially in the work place. Engineers, production specialists, construction workers, administrators etc., will all do their various jobs more efficiently if they have some understanding of e.g. the costs of materials they are using and what drives those costs, the basis of supply and demand, how work is obtained and how the profit margins are affected by what they are doing. Indeed, such information should give the individual a greater interest and understanding even a greater pride in what he/she is doing.

This course is suitable for all non-commercial personnel; engineers, technicians, project managers, designers and administrators and will provide these people with a valuable commercial insight. It is also of great value to existing commercial personnel from junior to senior levels, as this will give them a refresher and an insight to the questions and approach of non-commercial staff.

Attendees will gain a working knowledge of commercial law, understanding the principles of contract law and the pitfalls to watch out for when negotiating simple contracts and working under their constraints (for example when taking and giving orders on behalf of their company) They will learn how costs are budgeted and controlled, how work is obtained and negotiated and how profits and losses!! are achieved. The course will aid the attendee to understand how the commercial aspects of their companies work and enable them to work and interact more efficiently with those aspects in the future.

Most importantly it will help them carry out whatever tasks they are responsible for more efficiently and with a greater understanding in future.

DOUG OVENDEN (COURSE CONTROLLER)