



ICAEW Commercial Awareness

Sofia, 16 May 2017



ICAEW Commercial Awareness Session

Commercial awareness is a key attribute that employers are looking for in candidates throughout the recruitment process. This session will draw upon students' current commercial awareness and provide them with top tips on how to expand and develop it. Working in small groups, students will analyse a chosen case study, featuring a well-known brand before discussing a range of questions designed to utilise and develop their commercial awareness skills. Students will present back their findings to the rest of the group allowing for reflection on the findings.

By taking part in the session students will gain:

- the ability to view situations from a commercial or business perspective;
- recognise what makes a business successful and identify factors that influence success;
- a good understanding of business processes, relationships, risks and costs, and
- employability skills including team working, presentation skills and time management.

The event is free to attend with prizes sponsored by our partners and ICAEW.

Date: Tuesday 16 May 2017

Location: Big Conference Room, University of World Economy, Sofia

Time: 11:00

Partners: BDO, Grant Thornton and Moore Stephens

Maximum number of participants 36 on a first come first served basis.

To book please contact Mihail Musov, mihailmusov@abv.bg by Tuesday 2 May.