GURU MBA Onboarding & Student Guide

Learn by Doing – Lead by Results – Succeed by Design.

The GURU MBA Revolution – Real Skills, High Impact & True Value

Your AI-Powered Business Education Revolution

GURU MBA is your elite AI-powered business education use case of the "AI BIZ GURU" platform, delivering actionable insights, strategic frameworks, and hands-on learning across all critical business functions.

Our platform combines cutting-edge AI with proven methodologies from leading business schools and consultancies to help you master business

fundamentals while solving real-world challenges—all at your own pace and at a fraction of the cost of traditional MBA programs.

Getting Started in 5 Simple Steps

1. Define Your Learning Objective

- **Launch**: Building the foundation for a new business venture
- **Grow**: Developing skills to expand your current business
- **Optimize**: Learning techniques to improve efficiency and performance
- **Scale**: Mastering strategies for significant business expansion
- **Transform**: Acquiring skills to pivot or restructure business models

2. Select Your Starting Learning Module

Choose the most relevant business domain to begin your GURU MBA journey:

- **Strategy & Leadership**: Master strategic thinking and organizational leadership
- **Financial Intelligence**: Develop expertise in business finance and investment
- **Operational Efficiency**: Learn process optimization and resource management
- **Innovation & Productivity**: Explore R&D, creativity, and performance enhancement
- **Market & Performance**: Study market analysis, customer experience, and competitive positioning
- **Sales & Growth**: Master conversion optimization, retention, and marketing strategies

3. Complete Your Learning Profile

Provide specific information to customize your experience:

- Professional background and experience level
- Industry focus and business model interest
- Current knowledge gaps and learning goals
- Available study time and preferred learning pace
- Practical application objectives (career advancement, entrepreneurship, etc.)

4. Access Learning Materials & Case Studies

- Interactive lessons with practical applications
- Real-world case studies with simulation opportunities
- Curated reading materials and frameworks
- Industry-specific examples and templates
- AI-powered exercises with personalized feedback

5. Apply, Practice & Master

- Complete hands-on exercises with real-time AI guidance
- Apply concepts to your own business scenarios
- Test different approaches through simulations
- Track your progress with knowledge assessments
- Build your professional portfolio with completed projects

Our GURU MBA Curriculum

Strategy & Leadership

- **Strategic Thinking Framework**: Master business strategy development methodologies
- **Performance Metrics Design**: Learn to build effective KPI systems
- **Leadership Development**: Develop effective management and leadership skills
- **Organizational Behavior**: Understand and optimize organizational dynamics

Financial Intelligence & Risk

- **Business Plan Mastery**: Learn to create investment-grade business plans
- **Financial Analysis**: Develop skills in financial statement analysis
- **Valuation Techniques**: Master multiple business valuation methodologies
- **Financial Forecasting**: Create sophisticated financial projections
- **Cash Flow Management**: Optimize working capital and liquidity
- **Risk Assessment**: Identify and mitigate business vulnerabilities
- **M&A Fundamentals**: Evaluate acquisition opportunities and strategies
- **Investment Readiness**: Prepare businesses for external investment

Operational Efficiency

- **Process Optimization**: Streamline workflows and operational processes
- **Cost Management**: Identify and implement effective cost controls
- **Supply Chain Strategy**: Optimize vendor management and logistics
- **Legal Frameworks**: Navigate compliance and contractual requirements
- **Project Management**: Master planning, execution, and monitoring techniques

Innovation & Productivity

- **Innovation Strategy**: Develop R&D roadmaps and innovation frameworks
- **Negotiation Skills**: Master high-stakes negotiation techniques
- **Productivity Enhancement**: Optimize workforce and personal performance
- **Intellectual Property**: Manage and leverage IP assets effectively

Market & Performance

- **Customer Experience Design**: Create exceptional customer journeys
- **Competitive Analysis**: Conduct effective market benchmarking
- **Inventory Optimization**: Master inventory planning and management
- **Business Process Design**: Streamline operations and governance structures
- **Tax Strategy**: Structure operations for optimal tax efficiency

Sales & Growth

- **Sales Funnel Optimization**: Maximize conversion rates through the sales process
- **Retention Strategy**: Develop effective customer retention programs
- **Digital Marketing Mastery**: Optimize marketing channels and ROI

GURU MBA Learning Experience

The AI BIZ GURU Learning Process:

1. **Learn Core Concepts**

   - Study fundamental business principles and frameworks.
   - Review case studies and real-world applications
   - Complete knowledge-check assessments
   - Access expert insights and best practices
2. **Apply Through Simulation**

   - Work with interactive business scenarios.
   - Test different approaches in risk-free environments
   - Receive immediate AI-powered feedback
   - Compare your decisions to best practices
3. **Create Real-World Solutions**

- ○ Apply concepts to your business challenges
- ○ Develop actionable plans and strategies
- ○ Receive personalized AI coaching
- ○ Build a portfolio of completed business projects

4. **Measure & Reflect**

- ○ Track your learning progress and competency development
- ○ Review performance across different business domains
- ○ Identify knowledge gaps for further development
- ○ Build upon concepts in integrated capstone projects

5. **Continuous Advancement**

- ○ Advance through increasingly complex business challenges.
- ○ Connect concepts across different business domains
- ○ Develop adaptable business thinking
- ○ Receive personalized learning pathways based on your progress

6. **Community & Networking**

- ○ Collaborate with fellow GURU MBA learners.
- ○ Share insights and experiences.
- ○ Participate in group challenges and competitions
- ○ Build your professional network

The GURU MBA Advantage

- **Learn By Doing**: Apply concepts to real business scenarios immediately
- **Personalized Pace**: Progress at your optimal speed without time constraints
- **Expert AI Guidance**: Access insights from methodologies used at top business schools and consulting firms

- **Fraction of Traditional Cost**: Get an MBA-level education at a small percentage of traditional tuition
- **No Opportunity Cost**: Continue working while learning—no career interruption
- **Immediate ROI**: Apply new skills to current challenges for immediate business impact
- **Always Up-to-Date**: Access continuously updated content reflecting the latest business trends
- **Adaptable Learning Path**: Customize your education to your specific career needs
- **Flexible Time Commitment**: Study when convenient—mornings, evenings, weekends
- **Global Business Perspective**: Access case studies and examples from diverse markets

Advanced Learning Features

Cross-Domain Integration

Build comprehensive business mastery by connecting concepts across domains:

- Strategy + Finance + Operations = Business Transformation
- Customer Experience + Sales + Financial Analysis = Growth Optimization
- Innovation + Market Analysis + Leadership = Competitive Advantage

Business Simulation Labs

Test complete business strategies in controlled environments:

- Market entry simulation
- Competitive response scenarios
- Crisis management challenges

- Growth strategy optimization

Competency Tracking

Monitor your developing business acumen:

- Skill acquisition dashboards
- Knowledge assessment scores
- Project portfolio development
- Personal learning analytics

Learning Success Strategies

- **Apply immediately**: Use each new concept in your work within 48 hours of learning.
- **Focus on Integration**: Connect new concepts with previously mastered material.
- **Schedule Learning Time**: Block consistent study periods for maximum retention
- **Build Your Portfolio**: Document all projects and simulations for career advancement.
- **Find Your Domain**: Identify your most significant interest and potential specialization areas.
- **Study with Purpose**: Connect each module to specific career or business goals
- **Engage Actively**: Complete all exercises and simulations—passive learning isn't practical.

Learning Support

- **AI Learning Assistant**: Available 24/7 to answer questions and provide guidance

- **Knowledge Base**: Access comprehensive resources at **Learning Community**: Connect with fellow students in our business education community
- **Technical Support**: Contact our team at education@aibizguru.com

Success Stories

- **Career Changer**: "I transitioned from engineering to product management after completing the GURU MBA. My salary increased by 35% and I now lead a team of 12."
- **Entrepreneur**: "The Financial Intelligence module helped me secure $1.5M in seed funding by teaching me how to create a compelling business plan and financial model."
- **Rising Executive**: "I was promoted to Director within 3 months of applying the Leadership Insights I gained from the GURU MBA program."
- **Small Business Owner**: "The Operations module helped me identify inefficiencies that increased our margins by 18% in just one quarter."

AI BIZ GURU GURU MBA: The Business Education That Works With You, Not Just For You

Maximum Results. Minimum Investment. AI-Powered Excellence.

AI BIZ GURU - Student Learning Profile

Professional Background and Experience Level

I'm a final-year business administration student with two summer internships in digital marketing at small e-commerce companies. I've developed basic skills in social media management, content creation, and marketing analytics. I've also completed coursework in business fundamentals, accounting principles, and organizational behavior. I have limited practical experience in business strategy development and financial analysis beyond classroom projects.

Industry Focus and Business Model Interest

I'm primarily interested in the SaaS (Software as a Service) industry, particularly B2B solutions for small to medium-sized businesses. I'm fascinated by subscription-based business models and how they create recurring revenue streams. I'm also interested in marketplace business models that connect service providers with clients. My long-term goal is to either join a growing SaaS company in a strategy role or launch my own digital business within the next 3-5 years.

Current Knowledge Gaps and Learning Goals

My primary knowledge gaps include:

- Advanced financial modeling and valuation techniques
- Detailed understanding of SaaS metrics (CAC, LTV, churn rates, etc.)
- Practical experience in developing go-to-market strategies
- Real-world business operations optimization methods
- Fundraising processes and investor relations

My learning goals are to:

1. Develop practical skills in business planning and financial forecasting

2. Learn how to identify market opportunities and validate business ideas
3. Understand how to build and optimize sales funnels for SaaS products
4. Master the key metrics and KPIs for subscription-based businesses
5. Build competence in operational efficiency and team productivity

Available Study Time and Preferred Learning Pace

I can dedicate approximately 8-10 hours per week to learning on the platform, primarily evenings and weekends. I prefer a structured learning approach with clear milestones and practical assignments. I learn best through case studies, simulations, and real-world examples rather than theoretical concepts alone. I'd like to complete foundational modules within 3 months, then move to more specialized training.

Practical Application Objectives

My immediate objective is to develop a comprehensive business plan for a SaaS startup idea as my capstone project, which I hope to present to potential investors after graduation. Long-term, I aim to either:

1. Accelerate my career path to reach a strategic business role (Product Manager or Business Development) within 2-3 years instead of the typical 5+ years
2. Develop the skills and confidence to launch my own SaaS business with a viable product and go-to-market strategy

I want to apply what I learn directly to real business challenges, either through my capstone project, freelance consulting work, or in my first full-time role after graduation. I'm particularly interested in how AI can be leveraged to create competitive advantages in business operations and strategy execution.

Learning Style Preferences: Visual learning with practical examples, interactive case studies, and scenario-based simulations. I benefit from structured frameworks but need to see practical applications of concepts to fully understand them.

Feedback Preferences: I appreciate direct, constructive feedback with specific areas for improvement along with recommendations for additional resources or exercises to strengthen weak areas.

AI BIZ GURU GURU MBA - Detailed Learning Plan

Program Overview

This comprehensive learning plan outlines the GURU MBA curriculum's structure, time investment, critical path, and deliverables. The program is designed to provide a complete business education through hands-on learning with AI Agents, building practical skills while creating real business assets.

Program Structure

- **Total Program Hours**: 180-220 hours
- **Recommended Pace**: 10-15 hours per week
- **Program Duration**: 16-20 weeks (Fast Track) or 24-30 weeks (Standard Track)
- **Learning Format**: Self-paced with AI Agent guidance

- **Projects**: 27 deliverables across 6 business domains
- **Capstone**: Integrated business plan or transformation strategy

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Learning Paths

Core Track (Essential Agents)

- Minimum 120 hours
- 14 essential AI Agents
- Required for program completion

Specialized Tracks (Elective Agents)

- Additional 60-100 hours
- Choose 6-10 specialized AI Agents
- Customized to your career goals

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1. Strategy & Leadership Domain

Total Hours: 30-40

Strategy Generator

- **Hours**: 8-10
- **Learning Objectives**:
    - Master strategic frameworks (SWOT, Porter's Five Forces, Blue Ocean)
    - Develop business vision and mission statements
    - Create competitive positioning strategies
    - Align resources with strategic priorities
- **Required Inputs**:
    - Industry analysis
    - Competitive landscape

- ○ Company capabilities assessment
  - ○ Market opportunity evaluation
- **Expected Outputs**:
  - ○ Comprehensive business strategy document
  - ○ Strategic priorities roadmap
  - ○ Resource allocation plan
  - ○ Competitive advantage statement
- **Critical Path Position**: Phase 1 (Start here)

KPI Pyramid

- **Hours**: 7-9
- **Learning Objectives**:
  - ○ Design balanced scorecard metrics
  - ○ Create cascading performance indicators
  - ○ Align KPIs with strategic objectives
  - ○ Develop monitoring and reporting systems
- **Required Inputs**:
  - ○ Strategic objectives
  - ○ Departmental goals
  - ○ Current performance metrics
  - ○ Industry benchmarks
- **Expected Outputs**:
  - ○ Multi-level KPI framework
  - ○ Performance dashboard design
  - ○ Metric calculation methodologies
  - ○ Reporting cadence and structure
- **Critical Path Position**: Phase 1 (After Strategy Generator)

Leadership Insights

- **Hours**: 8-10
- **Learning Objectives**:
  - ○ Develop situational leadership approaches
  - ○ Master team motivation techniques
  - ○ Create effective delegation frameworks

- ○ Design high-performance team structures
- **Required Inputs**:
  - ○ Organizational structure
  - ○ Team composition analysis
  - ○ Current leadership styles assessment
  - ○ Employee engagement data
- **Expected Outputs**:
  - ○ Leadership development plan
  - ○ Team optimization strategy
  - ○ Communication framework
  - ○ Culture enhancement recommendations
- **Critical Path Position**: Phase 2

Organizational Score

- **Hours**: 7-9
- **Learning Objectives**:
  - ○ Evaluate organizational health
  - ○ Identify structural inefficiencies
  - ○ Diagnose cultural strengths and weaknesses
  - ○ Benchmark organizational practices
- **Required Inputs**:
  - ○ Organizational chart
  - ○ Employee survey data
  - ○ Process efficiency metrics
  - ○ Cultural assessment
- **Expected Outputs**:
  - ○ Organizational health scorecard
  - ○ Structural optimization recommendations
  - ○ Cultural development roadmap
  - ○ Benchmark comparison analysis
- **Critical Path Position**: Phase 2 (Parallel with Leadership Insights)

2. Financial Intelligence & Risk Domain

Total Hours: 45-55

Business Plan Generator

- **Hours**: 10-12
- **Learning Objectives**:
    - Create compelling executive summaries
    - Develop comprehensive business models
    - Master market and competitor analysis
    - Design persuasive investment narratives
- **Required Inputs**:
    - Business concept
    - Market research
    - Financial projections
    - Operational model
- **Expected Outputs**:
    - Complete business plan document
    - Executive summary
    - Market analysis section
    - Operational plan
- **Critical Path Position**: Phase 1 (Parallel with Strategy)

Financial Health Scanner

- **Hours**: 6-8
- **Learning Objectives**:
    - Analyze financial statements
    - Calculate and interpret financial ratios
    - Identify financial strengths and weaknesses
    - Develop financial improvement strategies
- **Required Inputs**:
    - Balance sheet
    - Income statement
    - Cash flow statement

- ○ Industry benchmarks
- **Expected Outputs**:
  - ○ Financial health assessment report
  - ○ Ratio analysis dashboard
  - ○ Improvement opportunity identification
  - ○ Benchmarking comparison
- **Critical Path Position**: Phase 2 (After Business Plan Generator)

Valuation Expert

- **Hours**: 8-10
- **Learning Objectives**:
  - ○ Apply multiple valuation methodologies
  - ○ Conduct discounted cash flow analysis
  - ○ Utilize comparable company analysis
  - ○ Assess asset-based valuation approaches
- **Required Inputs**:
  - ○ Financial statements
  - ○ Growth projections
  - ○ Industry comparables
  - ○ Asset inventory
- **Expected Outputs**:
  - ○ Business valuation report
  - ○ Methodology comparison
  - ○ Valuation sensitivity analysis
  - ○ Investment recommendation
- **Critical Path Position**: Phase 3 (After Financial Health & Projections)

Financial Projections

- **Hours**: 8-10
- **Learning Objectives**:
  - ○ Create multi-year financial forecasts
  - ○ Develop revenue growth models
  - ○ Model cost structures and profitability

- ○ Build integrated financial statements
- **Required Inputs**:
  - ○ Historical financial data
  - ○ Growth assumptions
  - ○ Market size and penetration estimates
  - ○ Operational cost structure
- **Expected Outputs**:
  - ○ 3-5 year financial projection model
  - ○ Revenue forecast by segment
  - ○ Expense projections
  - ○ Projected financial statements
- **Critical Path Position**: Phase 2 (After Business Plan Generator)

Cash Flow Optimizer

- **Hours**: 6-8
- **Learning Objectives**:
  - ○ Master working capital management
  - ○ Develop cash conversion cycle optimization
  - ○ Create cash flow forecasting models
  - ○ Design liquidity management strategies
- **Required Inputs**:
  - ○ Current cash flow statements
  - ○ Working capital metrics
  - ○ Seasonality patterns
  - ○ Payment and collection terms
- **Expected Outputs**:
  - ○ Cash flow optimization plan
  - ○ Working capital improvement strategy
  - ○ Cash forecasting model
  - ○ Liquidity management recommendations
- **Critical Path Position**: Phase 3 (After Financial Projections)

Risk Detection

- **Hours**: 5-7

- **Learning Objectives**:
    - Identify business vulnerabilities
    - Assess probability and impact of risks
    - Develop risk mitigation strategies
    - Create contingency plans
- **Required Inputs**:
    - Business model analysis
    - Market trends
    - Operational dependencies
    - Financial stability metrics
- **Expected Outputs**:
    - Risk assessment matrix
    - Mitigation strategy document
    - Contingency planning framework
    - Risk monitoring protocol
- **Critical Path Position**: Phase 3 (Can be done in parallel)

M&A Analyst (Elective)

- **Hours**: 8-10
- **Learning Objectives**:
    - Evaluate acquisition targets
    - Conduct synergy analyses
    - Develop integration strategies
    - Structure deals effectively
- **Required Inputs**:
    - Target company information
    - Synergy opportunities
    - Integration challenges
    - Deal structure options
- **Expected Outputs**:
    - M&A opportunity assessment
    - Synergy valuation model
    - Integration roadmap
    - Deal structure recommendation

- **Critical Path Position**: Phase 4 (After Valuation)

Funding Readiness (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
    - Prepare investment materials
    - Structure funding requests
    - Optimize capital structure
    - Develop investor relations strategies
- **Required Inputs**:
    - Business plan
    - Financial projections
    - Valuation assessment
    - Funding requirements
- **Expected Outputs**:
    - Investment readiness assessment
    - Pitch deck
    - Funding structure recommendation
    - Investor relations plan
- **Critical Path Position**: Phase 4 (After Valuation)

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3. Operational Efficiency Domain

Total Hours: 30-40

Workflow Optimization

- **Hours**: 8-10
- **Learning Objectives**:
    - Apply lean process methodologies
    - Identify and eliminate bottlenecks
    - Implement continuous improvement frameworks
    - Develop process documentation standards

- **Required Inputs**:
  - Current process maps
  - Performance metrics
  - Resource allocation
  - Time and motion studies
- **Expected Outputs**:
  - Optimized process workflows
  - Bottleneck elimination plan
  - Standard operating procedures
  - Performance improvement metrics
- **Critical Path Position**: Phase 2 (After Strategy)

Cost Optimization

- **Hours**: 6-8
- **Learning Objectives**:
  - Conduct cost structure analysis
  - Identify efficiency opportunities
  - Develop zero-based budgeting approaches
  - Create cost-benefit analysis frameworks
- **Required Inputs**:
  - Detailed cost breakdown
  - Activity-based costing data
  - Vendor contracts
  - Resource utilization metrics
- **Expected Outputs**:
  - Cost reduction strategy
  - Efficiency improvement plan
  - Make-vs-buy recommendations
  - ROI analysis for cost initiatives
- **Critical Path Position**: Phase 3 (After Financial Health Scanner)

Supply Chain Efficiency (Elective)

- **Hours**: 8-10
- **Learning Objectives**:

- ○ Optimize logistics networks
  - ○ Develop vendor management strategies
  - ○ Implement inventory optimization models
  - ○ Create supply chain risk management plans
- **Required Inputs**:
  - ○ Supply chain network map
  - ○ Vendor performance data
  - ○ Inventory levels and turns
  - ○ Logistics costs and lead times
- **Expected Outputs**:
  - ○ Supply chain optimization strategy
  - ○ Vendor management framework
  - ○ Inventory optimization model
  - ○ Risk mitigation plan
- **Critical Path Position**: Phase 3 (After Workflow Optimization)

Legal Audit (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
  - ○ Assess compliance requirements
  - ○ Review contractual positions
  - ○ Develop intellectual property strategies
  - ○ Create risk management frameworks
- **Required Inputs**:
  - ○ Key contracts
  - ○ Compliance requirements
  - ○ IP portfolio
  - ○ Corporate governance policies
- **Expected Outputs**:
  - ○ Legal compliance assessment
  - ○ Contract optimization recommendations
  - ○ IP protection strategy
  - ○ Governance enhancement plan
- **Critical Path Position**: Phase 3 (Can be done in parallel)

Project Management

- **Hours**: 7-9
- **Learning Objectives**:
  - Master project planning methodologies
  - Develop resource allocation frameworks
  - Create risk management strategies
  - Implement project monitoring systems
- **Required Inputs**:
  - Project scope and objectives
  - Resource availability
  - Timeline constraints
  - Stakeholder requirements
- **Expected Outputs**:
  - Project management framework
  - Resource allocation plan
  - Risk management protocol
  - Monitoring and reporting system
- **Critical Path Position**: Phase 2 (Can be applied to any domain)

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4. Innovation & Productivity Domain

Total Hours: 25-35

Innovation Planner

- **Hours**: 8-10
- **Learning Objectives**:
  - Create innovation development frameworks
  - Design R&D prioritization models
  - Develop innovation culture strategies
  - Implement stage-gate innovation processes
- **Required Inputs**:
  - Market opportunity analysis

- ○ Technology assessment
- ○ Resource capabilities
- ○ Competitive innovation landscape
- **Expected Outputs**:
  - ○ Innovation strategy roadmap
  - ○ R&D prioritization framework
  - ○ Innovation culture development plan
  - ○ Stage-gate process design
- **Critical Path Position**: Phase 3 (After Strategy Generator)

Negotiation Coach (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
  - ○ Master negotiation preparation strategies
  - ○ Develop value-based negotiation approaches
  - ○ Create BATNA frameworks
  - ○ Design influence and persuasion tactics
- **Required Inputs**:
  - ○ Negotiation objectives
  - ○ Counterparty analysis
  - ○ Value assessment
  - ○ Leverage points
- **Expected Outputs**:
  - ○ Negotiation strategy playbook
  - ○ Value proposition framework
  - ○ BATNA analysis
  - ○ Influence strategy
- **Critical Path Position**: Phase 3 (Standalone)

Employee Productivity (Elective)

- **Hours**: 6-8
- **Learning Objectives**:
  - ○ Optimize team performance systems
  - ○ Develop engagement enhancement strategies

- ○ Create skill development frameworks
- ○ Implement performance management systems
- **Required Inputs**:
  - ○ Current productivity metrics
  - ○ Team engagement data
  - ○ Skill assessment
  - ○ Workflow analysis
- **Expected Outputs**:
  - ○ Productivity enhancement plan
  - ○ Engagement strategy
  - ○ Skill development roadmap
  - ○ Performance management framework
- **Critical Path Position**: Phase 3 (After Organizational Score)

Patent/IP Management (Elective)

- **Hours**: 6-8
- **Learning Objectives**:
  - ○ Develop IP portfolio strategies
  - ○ Create patent valuation frameworks
  - ○ Design IP protection approaches
  - ○ Implement IP licensing strategies
- **Required Inputs**:
  - ○ Current IP portfolio
  - ○ Competitive IP landscape
  - ○ R&D roadmap
  - ○ Market opportunity assessment
- **Expected Outputs**:
  - ○ IP portfolio strategy
  - ○ Patent valuation model
  - ○ Protection recommendation
  - ○ Licensing framework
- **Critical Path Position**: Phase 4 (After Innovation Planner)

5. Market & Performance Domain

Total Hours: 25-35

Customer Experience

- **Hours**: 7-9
- **Learning Objectives**:
    - Map complete customer journeys
    - Identify experience enhancement opportunities
    - Develop persona-based experience strategies
    - Create experience measurement frameworks
- **Required Inputs**:
    - Customer feedback data
    - Journey touchpoint mapping
    - Persona definitions
    - Competitive experience benchmarks
- **Expected Outputs**:
    - Customer journey map
    - Experience enhancement strategy
    - Persona-specific journey designs
    - Experience measurement framework
- **Critical Path Position**: Phase 2 (After Strategy Generator)

Market Benchmarking

- **Hours**: 6-8
- **Learning Objectives**:
    - Conduct competitive landscape analysis
    - Develop performance benchmarking frameworks
    - Create market positioning strategies
    - Implement competitive intelligence systems
- **Required Inputs**:
    - Competitor analysis
    - Industry performance metrics
    - Market share data

○ Customer perception research
- **Expected Outputs**:
  - ○ Competitive landscape map
  - ○ Performance benchmark dashboard
  - ○ Market positioning strategy
  - ○ Competitive intelligence framework
- **Critical Path Position**: Phase 1 (Parallel with Strategy)

Inventory Management (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
  - ○ Optimize inventory levels
  - ○ Develop forecasting methodologies
  - ○ Create ABC classification strategies
  - ○ Implement just-in-time approaches
- **Required Inputs**:
  - ○ Current inventory data
  - ○ Sales patterns and seasonality
  - ○ Supplier lead times
  - ○ Carrying costs
- **Expected Outputs**:
  - ○ Inventory optimization model
  - ○ Forecasting framework
  - ○ Classification system
  - ○ JIT implementation plan
- **Critical Path Position**: Phase 3 (After Supply Chain if taken)

Process & Policy Optimization (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
  - ○ Streamline operational processes
  - ○ Develop policy governance frameworks
  - ○ Create compliance management systems
  - ○ Implement continuous improvement methodologies

- **Required Inputs**:
  - Current process documentation
  - Policy inventory
  - Compliance requirements
  - Performance metrics
- **Expected Outputs**:
  - Process optimization roadmap
  - Policy governance framework
  - Compliance management system
  - Continuous improvement protocol
- **Critical Path Position**: Phase 3 (After Workflow Optimization)

Tax Optimization (Elective)

- **Hours**: 5-7
- **Learning Objectives**:
  - Develop tax-efficient business structures
  - Create international tax strategies
  - Design transfer pricing approaches
  - Implement tax compliance systems
- **Required Inputs**:
  - Current tax structure
  - International footprint
  - Intercompany transactions
  - Compliance requirements
- **Expected Outputs**:
  - Tax optimization strategy
  - International tax framework
  - Transfer pricing model
  - Compliance management system
- **Critical Path Position**: Phase 4 (After Financial Projections)

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6. Sales & Growth Domain

Total Hours: 25-35

Sales Conversion

- **Hours**: 8-10
- **Learning Objectives**:
    - Optimize sales funnel strategies
    - Develop lead qualification frameworks
    - Create conversion enhancement approaches
    - Implement sales process optimization
- **Required Inputs**:
    - Current sales funnel metrics
    - Lead qualification criteria
    - Sales process documentation
    - Conversion benchmarks
- **Expected Outputs**:
    - Sales funnel optimization strategy
    - Lead qualification framework
    - Conversion rate improvement plan
    - Sales process redesign
- **Critical Path Position**: Phase 2 (After Customer Experience)

Customer Retention (Elective)

- **Hours**: 6-8
- **Learning Objectives**:
    - Develop customer lifetime value models
    - Create churn prediction frameworks
    - Design loyalty enhancement strategies
    - Implement retention measurement systems
- **Required Inputs**:
    - Customer purchase history
    - Churn patterns and drivers
    - Satisfaction measurements
    - Competitive offerings
- **Expected Outputs**:

- ○ Customer lifetime value model
- ○ Churn prediction framework
- ○ Loyalty strategy
- ○ Retention measurement dashboard
- **Critical Path Position**: Phase 3 (After Customer Experience)

Digital Marketing (Elective)

- **Hours**: 8-10
- **Learning Objectives**:
    - ○ Develop integrated marketing strategies
    - ○ Create channel optimization frameworks
    - ○ Design content strategy approaches
    - ○ Implement marketing ROI measurement
- **Required Inputs**:
    - ○ Current marketing performance
    - ○ Channel effectiveness data
    - ○ Content inventory and performance
    - ○ Marketing budget allocation
- **Expected Outputs**:
    - ○ Integrated marketing strategy
    - ○ Channel optimization plan
    - ○ Content strategy framework
    - ○ ROI measurement model
- **Critical Path Position**: Phase 3 (After Sales Conversion)

Critical Path Planning

Phase 1: Foundation (Weeks 1-4, 30-40 hours)

- Strategy Generator (8-10 hours)
- KPI Pyramid (7-9 hours)

- Business Plan Generator (10-12 hours)
- Market Benchmarking (6-8 hours)

Phase 2: Core Operations (Weeks 5-8, 40-50 hours)

- Financial Health Scanner (6-8 hours)
- Financial Projections (8-10 hours)
- Customer Experience (7-9 hours)
- Sales Conversion (8-10 hours)
- Workflow Optimization (8-10 hours)
- Project Management (7-9 hours)

Phase 3: Optimization (Weeks 9-12, 40-50 hours)

- Cash Flow Optimizer (6-8 hours)
- Innovation Planner (8-10 hours)
- Cost Optimization (6-8 hours)
- Risk Detection (5-7 hours)
- Leadership Insights (8-10 hours)
- Organizational Score (7-9 hours)
    - 1-2 Elective Agents based on specialization

Phase 4: Specialization (Weeks 13-16, 40-50 hours)

- Valuation Expert (8-10 hours)
    - 4-5 Elective Agents based on specialization
- Capstone Project Integration (15-20 hours)

Capstone Project Options

Entrepreneurship Track

- Complete Business Launch Plan with:
    - Strategic roadmap
    - Financial model

- ○ Operations plan
  - ○ Market entry strategy
  - ○ Growth framework

Corporate Leadership Track

- Business Unit Transformation Strategy with:
  - ○ Performance improvement plan
  - ○ Team optimization strategy
  - ○ Process enhancement roadmap
  - ○ Innovation strategy
  - ○ Financial projection model

Consulting Track

- Client Business Advisory Package with:
  - ○ Situation assessment
  - ○ Recommendation framework
  - ○ Implementation roadmap
  - ○ Value capture model
  - ○ Performance measurement system

Program Completion Requirements

- Complete all Core Agents (14 required modules)
- Complete at least 6 Elective Agents
- Minimum 180 hours of engaged learning
- Final Capstone Project submission
- 80% or higher on Knowledge Assessments

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