

Finance for Non-Financial Managers

Duration: 2 days

This course goes beyond the simple concept that 'businesses exist to make a profit' by exploring in detail the relationship between strategic and operational planning, and the benefits of effective cross-functional co-ordination of activities.

The course will consist of lectures, discussion topics, practical exercises and a case study.

Who should attend this course?

- Senior and middle managers from all sectors of industry and commerce
- Graduate trainees on fast-track development programmes
- Owner-managers who wish to improve their financial awareness

A basic understanding of the principles of finance is desirable but not essential.

Course Objectives

- To show how managers working at operational level can assist an organisation to achieve its strategic financial objectives
- To illustrate the benefits of effective cross-functional communication and co-ordination
- To assist delegates to understand financial language and concepts
- To demonstrate the importance of financial planning and control
- To provide delegates with the skills required to undertake meaningful financial analysis
- To explain how businesses fund their short term and long term requirements

On completion of the workshop, participants will be able to:

- Understand financial terminology
- Identify opportunities for profit enhancement and cost-savings
- Recognise the financial benefits to be derived from effective co-ordination of activities
- Implement effective financial monitoring and control systems
- Interpret financial statements
- Calculate financial ratios and identify trends
- Assess the financial viability of capital projects
- Make a balanced judgement about a company's growth prospects

Course Outline

Introduction to Financial Management

- Setting Financial Objectives
- Financial Language and Concepts
- Enhancing Corporate Profitability

Financial Planning and Control

- Strategic and Operational Planning
- The Budgetary Planning Process
- Integrated Budgetary Control Systems

Capital Investment

- The Need to Invest
- The Investment Decision
- Investment Appraisal Techniques
- Payback, NPV, IRR
- The Financing Decision
Cost of Capital
- Considering Alternatives

Analysing Financial Performance and Prospects

- The Annual Report – Structure and Content
- Analysing Financial Statements
- Calculating Key Ratios
- Trend Analysis
- Source and Application of Funds
- Short Term and Long Term Funding

Financing Growth

- Planning for the Future
- Forecasting Growth in Sales
- Resource Planning
- Identifying Financing Needs
- Sourcing Capital
- Using Internally Generated Funds
- External Funding

Course Review