



# Commercial Finance for Non-Financial Managers

2 Days (for dates see [www.financetalking.com](http://www.financetalking.com))

## SUMMARY

This two-day course is ideal for business managers who would like to be more financially skilled. Starting from scratch, you'll understand the key financial concepts that are of crucial importance in the boardroom. And we break these concepts down to see what they mean for you in your role. We cover the big picture; how accountants think; how the numbers help you understand performance; budgeting and forecasting; and investment appraisal - everything you need to know to make better business decisions.

## OUTCOMES

- Understand balance sheets and income statements and use them confidently
- Contribute effectively to budgets and forecasts
- Understand key corporate finance concepts such as ROI and cost of capital
- Be able to evaluate investment proposals using concepts such as NPV and IRR
- Make better decisions by understanding the financial impact of your actions
- Be able to speak the language of the boardroom



## WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following eLearning courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Understanding Shareholder Value
- Budgeting & Forecasting
- Investment Appraisal
- Understanding Financial Results & Annual Reports

## WHAT YOU WILL LEARN

### The Big Picture

- Business structures - funding & ownership
- Stock markets, securities issues for listed companies
- Share price and why it matters
- Who companies report to internally & externally
- Rules and regulations and the role of auditors
- The financial calendar

### Corporate Finance Essentials

- Shareholder value - what it really means
- Capital structure and gearing/leverage
- Cost of capital and introduction to ROI

### Investment Appraisal

- Concepts, definitions, building models
- Payback periods
- Net Present Values & IRRs
- Making the business case

### Accounting Essentials

- Accounting concepts, principles, terminology
- How the financial statements fit together
- Key concepts and how accountants think
- When are sales and costs included?
- Accruals and prepayments, depreciation and capex, capital vs revenue costs

### Balance Sheet

- Tangible assets, intangible assets, goodwill
- The working capital cycle
- Asset utilisation/efficiency

### Profitability

- Income statement definitions and responsibilities
- EBITDA and other P&L jargon
- Analysing profits

### Cash Flows

- Definitions - profits versus cash flows
- Analysing and managing cash flows

### Financial Analysis

- Return on investment and other key performance indicators
- Comparing performance - tips and pitfalls

### Financial Planning

- Budgets - definitions, examples, difficulties
- Forecasting
- Cost types and behaviours
- Variances and other month end issues

### Summary and conclusion & how to continue learning

## HOW YOU WILL LEARN

You'll play our accounting board game - a powerful tool for learning how the financial statements fit together; and you'll experience interactive exercises and quizzes that simulate real life scenarios, such as budget reviews.

We encourage you to bring examples from your own company, which will bring the learning to life.

You will take away practical skills that you can put into practice back at work that will ensure long-lasting learning.

## COURSE FEE

£1,350 + VAT

