

# Finance for Non-Financial Managers



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this course:](#)

- Objectives:** Managers today are assessed on 'bottom line' impact and consequently need to understand finance. This course meets that need starting from the basic principles, clearly explaining the main areas of both financial accounting and management accounting. You will be pleasantly surprised at how interesting, entertaining and uncomplicated finance can be when presented without the jargon!
- Prerequisites:** This course is ideal for any executive, manager or administrator who holds, or is about to hold, a position with responsibility for costs, cash flow, sales, profit or any other budgetary factor. Anyone receiving or producing financial information will also find the course enormously beneficial in terms of improving their understanding. Delegates need not have had any previous financial training.
- Duration:** **Two days**

Course Content can be tailored to clients specific needs

## Additional Information

## Course Contents

### Course Objectives:

- How a business or organisation operates from a financial perspective
- The key financial statements and how to interpret them
- The key questions and areas you should be addressing as a manager
- The key indicators in business
- How to spot the warning signals
- How to significantly improve the profitability of your business
- How to appraise capital projects

### Course Overview:

- A Disaster and the business analogies!
- The Business Cycle and how money flows in a business
- Business objectives
- The Profit and Loss Statement
- The Balance Sheet
- The Cash Flow Statement
- Accounting policies (and abuses!)
- The key financial ratios and their interpretation
- Profit Vs Cash
- Working Capital management
- Cash Flow management
- Cost control and reduction
- Improving margins and sales in your business
- Relevant costs and their use
- Break even analysis
- Capital investment techniques

**For more information, or to book your course, please call Sense IT on 0870 4296445  
Or visit our web site –[www.sensetraining.co.uk](http://www.sensetraining.co.uk)**