

## **COURSE: Finance for non-financials**

**LENGTH OF COURSE:** Two days

**LEARNING OBJECTIVES:** Accountants provide business managers and investors with an accurate picture of a firm's financial health by collecting, analyzing, and communicating financial information. Business people and managers use this information to ensure that their business runs as efficiently as possible and that the business maximises profit whilst minimising effort, the classic fully efficient business unit. This course will encourage the participants to understand the use of financial information and how accountants prepare and deliver financial accounts, statements and budgets to assist in analysing the firm from both from a historical and future perspective.

**COURSE DESCRIPTION :**A course to help the manager understand

- How the accounting equation and double-entry accounting system assists the understanding of historical information.
- How this information can be utilised to understand how efficient the business management are.
- How by computing key financial ratios from this information management can be helped in analyzing the financial strengths of a business.
- The three basic financial statements and show how they reflect the activity and financial condition of a business.
- How projections, capital budgets and cash flow statements combine to give measurable formats for the future health of the firm and how these measures can be used to judge management.

**COURSE OUTCOME:** Managers should be able to appreciate the need for suitable accounting information which will assist them to consider their function within the business and help them to be more efficient than they otherwise would have been.

**SUITABLE FOR:** Entrepreneurs, business owners and managers, junior managers within the discipline and other managers from different functions who may need a basic understanding of the product to enable them to more fully understand the business and make them more effective managers.