

COURSE: Financial Accounting and Financial Statement Analysis

LENGTH OF COURSE: Two days

LEARNING OBJECTIVES: To understand how accounting systems are developed and used and to have the ability to read company financial statements and thereby make positive and decisions on the health of another business.

COURSE DESCRIPTION: A course to help the manager understand:

- Concepts used in accounting: The accounting equation and double-entry accounting.
- The three basic financial statements and show how they reflect the activity and financial condition of a business.
- How computing key financial ratios can help in analyzing the financial strengths of a business.
- Some of the special issues facing accountants at the firm.
- And evaluate and forecast performance.

COURSE OUTCOME: Managers should be able to read and consider company financial statements, appreciate the figures and have the ability to analyse company accounts. This will help them to be more efficient than they otherwise would have been and have the ability to analyse customer and supplier information assisting them to more understand the firms with which they work.

SUITABLE FOR: Entrepreneurs, business owners and managers, and all managers who need an understanding of the manner in which national and international business firms record and prepare the statements of their financial standing. It is particularly helpful to senior managers involved in international sales and marketing as they are more able to understand the strengths and weaknesses of the competition.