



BAM CONSULTANCY (PTY) LTD

COURSE: FINANCE FOR NON-FINANCIAL MANAGERS

COURSE SYNOPSIS

- Do you wish you could feel confident and fully understand financial matters and how they relate to business?
- Have you ever wanted to improve the profitability of your business?
- Do you feel confused by your finance team?
- Do you want to identify which of your actions produce the greatest return?
- Do you wish you could take the fear out of finance?
- Do you need to create or manage a budget but don't know where to start?
- Do you wish you had a way to determine why some of your processes are underperforming?
- Would you like to challenge finance on the numbers on your P&L?
- Do you feel out of your depth when it comes to financial reports?

IF YOU HAVE ANSWERED 'YES' TO ANY OF THE ABOVE QUESTIONS THEN THIS COURSE IS FOR YOU

OBJECTIVE

Financial management is a vital part of managing operations; but we do not have to be financial experts or qualified accountants to understand and use financial management tools. Financial management is based on common sense ideas; indeed, it can even be enjoyable and rewarding.

This workshop aims to raise the level of financial awareness of the participants and enable them to use the financial information provided to them to make better short-term or long-term decisions in managing their business. It provides delegates with a basic understanding of financial management. The objective of the course is to take you through the basic principles and techniques of organizational finance.

This course demonstrates how to read and understand key elements of financial statements and reports, such as balance sheets, income statements and cash flow statements. In addition, it clarifies how and why financial decisions impact operational objectives, and enables delegates to better perform in business goals

WHO SHOULD ATTEND

Business entrepreneurs, managers, board members, analysts, non-financial group leaders, consultants, department heads, project leaders, accountants, auditors, and others from both the public and private sectors who seek a broad, yet comprehensive understanding of managerial financial tools and analytical methods used by successful operating managers to make better business decisions.

PRE-REQUISITES

Prior knowledge of accounting or finance is **not** required to benefit significantly from this workshop.

AFTER COMPLETING THIS COURSE YOU SHOULD BE ABLE TO

- Define Accounting Concepts (double entry bookkeeping concepts in relation to the accounting equation)
- Put in place internal control mechanisms
- Work more effectively and efficiently with donors and finance staff
- Use financial management to create strategies
- Recognize, understand and analyze financial statements (balance sheet, income statement, notes to financial statements)
- Identify a cash flow statement and how to use it
- Recognize the purpose and characteristics of Generally Accepted Accounting Principles (GAAP)
- Identify the importance and characteristics of an audit and that of its primary documentation
- Assess the financial performance and health of your firm
- Enhance your decision-making skills by integrating financial management concepts into your thinking
- Understand the budgeting process and forecasting techniques
- Communicate effectively with financial specialists

COURSE OUTLINE

Day One

Introduction

- What is financial management? Introduction to key accounting concepts
 - The importance of financial statements –
 - Cash accounting and accrual accounting
 - Accounting conventions
 - Generally accepted accounting principles
 - Recording financial events in journals and ledgers
 - How do you measure, record, classify and control business transactions?
- Understanding Financial Statements (Who are the users of them? What do they see?)
 - Balance sheet
 - Income statement
 - Statement of cash flows
 - Notes to financial statements
 - Other sources of financial information (the annual report)

Day Two

- Generally accepted accounting principles
- Cash Operating Cycle
- Budgeting
 - Elements of a budget
 - Using a budget to set goals, evaluate results and improve decision-making effectiveness, communication and coordination
 - Preparing a budget
 - Break-even analysis
 - Reading, understanding, organizing and using departmental budgets

Decision Making for Investment and Improved Profitability (What does the information tell you about the health of the company)

- Analysis of business profitability
- The time value of money and capital budgeting

- Risk and return calculations
- Business planning and the budget
- Business valuation for purchase or sale

Day Three

- The audit process, including the management letter and auditor's report
- Taxation
- Using financial information to improve decision making, budget planning, proposals and communication of information

Business Analysis

- Key Financial Ratios
- Analyze financial statements to evaluate performance
- Cash flow analysis
- Techniques for determining financial trends
- Warning Signals

Putting it all together

- Summary of total process
- Application of concepts and formulas

BONUS!!! : Computerized Accounting Overview

Every participant who successfully completes a course will be awarded a certificate from BAM Consultancy.

DURATION : 3 FULL DAYS (9.00am – 4.00pm)

COURSE FEE : M 2, 700.00 PER DELEGATE (VAT excl.)

DATES : 19th TO 21st SEPTEMBER 2007

(Lunch and 2 tea breaks will be provided for)

VENUE: Maseru Sun Cabanas or Lesotho Sun International