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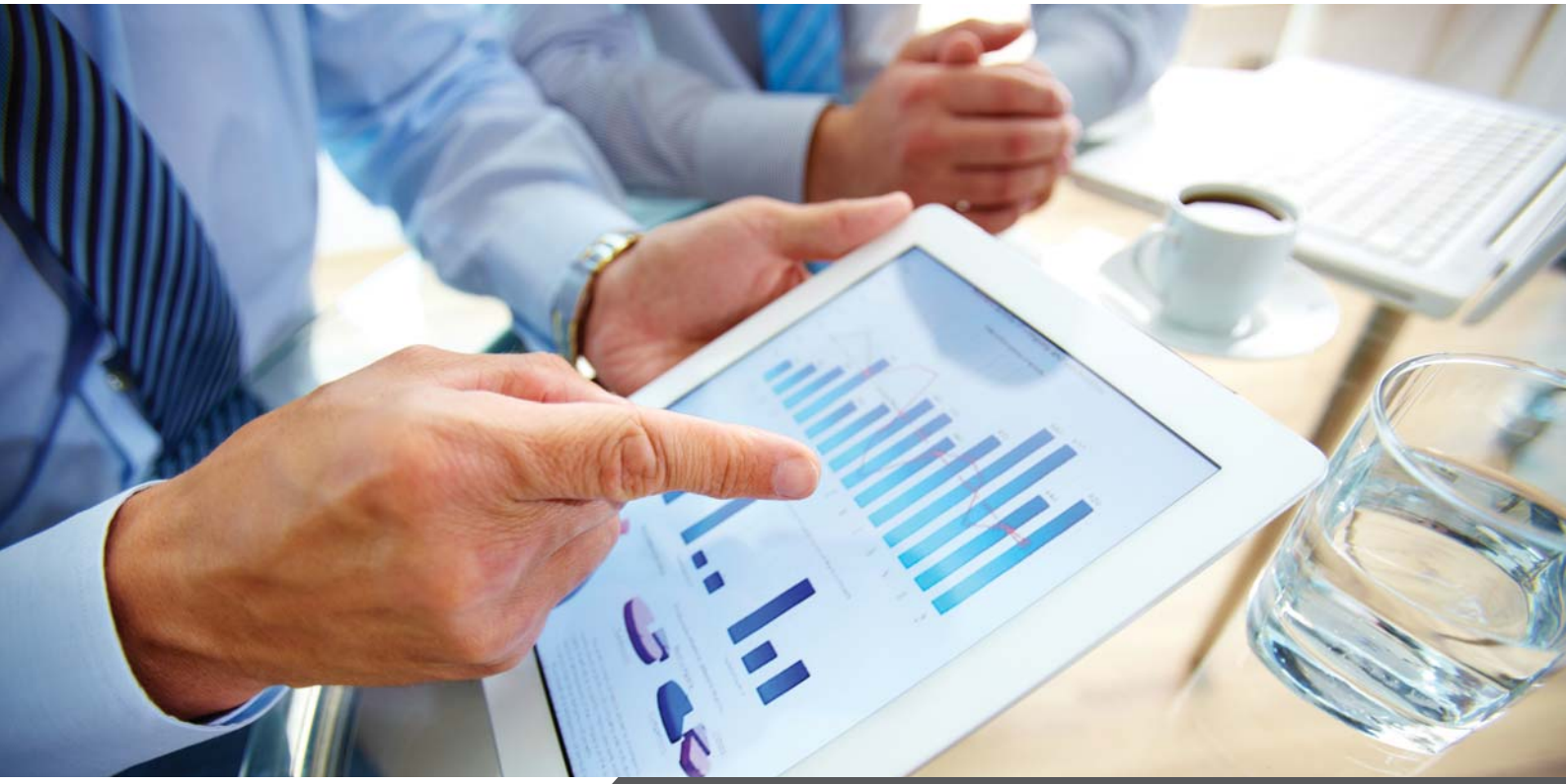
FINANCE FOR NON-FINANCE MANAGERS

BLENDED LEARNING
8 Online Modules + 2 Live Interactive Session

8 Online Modules | 4-WEEK ONLINE COURSE | 2 HOURS PER WEEK

2nd August to 27th August 2021



Our Expert Course Instructor

Ted Wainman, Associate Chartered Accountant (ACA)

Ted Wainman trained and qualified as an Associate Chartered Accountant (ACA) with Ernst & Young before joining JPMorgan on the Investment Management side of the business. Whilst at JPMorgan, he undertook a company sponsored MBA in the International Management of Financial Services, from which he graduated at the top of his class with merit.

Key Learning Objectives

- Gain a thorough understanding of the wide range of financial terms and concepts
- Apply the financial concepts and policies behind management decision processes
- Recognise the impact of effective working capital management on company cash flow
- Control business operations through effective budget management and be able to assess and control the impact of day-to-day business activities on a company's profitability
- Communicate effectively with financial executives and top management and be able to interpret and analyse financial statements

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COURSE INFORMATION

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ABOUT THE COURSE

This course will provide you with the fundamental building blocks to enable you to read and interpret the financial data relating to your organisation.

We will examine how a business is structured and will look at some of the key ratios that highlight the financial performance of a business. We will also examine how budgeting and forecasting are used to manage the day-to-day running of the business.

Attendees are encouraged to obtain copies of the Statutory Accounts of their own companies, and those of their competitors, and to undertake the analysis on these accounts as they work through these series of modules. Attendees should also consider any management information (monthly reports, quarterly briefings, etc.) that they see and what operational decisions they should be taking as a result of the knowledge gained from this workshop.

TARGET AUDIENCE

This course is suitable for managers who wish to understand the finances of their business/department/business unit and have little or no formal financial training.

It will be useful for first-time budget holders and managers as well as more senior members of staff such as department managers, business unit managers and regional managers and anyone else who needs to gain a firmer grasp on the financial implications of their day-to-day operational decisions.

BENEFITS OF ATTENDING

"Accounting is the process of identifying, measuring and communicating financial information to permit the informed judgements and decisions by users of that information". While it is up to the Finance Team to 'identify, measure and communicate' financial information, managers in the business can only make 'informed judgements and decisions' if they understand that information. This workshop aims to 'lift the lid' on the world of finance and to improve the 'financial fluency' of attendees.

On completing this online course, delegates will understand:

1. How a company is financially structured
2. How a company trades and accounts for those trades
3. How a company is funded
4. The primary financial statements – the Profit & Loss Account, the Balance Sheet and the Cash Flow Statement – and how those statements interact
5. Key financial ratios and how to can use them to interpret financial information
6. The types of costs in a business – how they behave and how they are treated financially
7. How assets are valued
8. Techniques for investment decision making and how to build a business case
9. Budgeting and forecasting and how this can be used to exercise greater control over the business
10. How to think 'commercially' as well as 'operationally'

EXPERT COURSE INSTRUCTOR

Ted Wainman, Associate Chartered Accountant (ACA)

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Since 2003, Ted has been designing and delivering programmes for the private sector across a range of business needs. With a background in finance, Ted is able to explain complex financial concepts in plain English and help delegates learn the language of finance. Using practical examples gained in over 15 years of delivering financial workshops, Ted gives delegates the confidence to know what questions to ask regarding the financial drivers of their organisations.

Ted has worked with over 200 companies – primarily private or listed – from blue chips to financial services, including banks and insurance companies. He has worked in over 35 countries globally and is experienced in addressing the need of programmes across varying cultural backgrounds.

Ted is the author of "How to Talk Finance: getting to grips with the numbers in business" – published by Pearson (FT) in April 2015. documentation required to defend care and the mistakes to avoid are invaluable.

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COURSE OUTLINE

WEEK 1

MODULE 1: THE ESSENTIALS OF FINANCE

- The need for financial fluency
- How a company is financially structured
- How a company trades
- How the money flows in a business
- How a company is financed

Assessment: *multiple-choice questions, timed*

MODULE 2 : THE KEY FINANCIAL STATEMENTS

- The Income Statement (Profit & Loss Account)
- The Balance Sheet
- How the Balance Sheet reflects source / use of capital
- Movement in Equity – reconciling the Income Statement to the Balance Sheet
- The Cash Flow Statement
- Linking the Income Statement to the Balance Sheet via the Cash Flow Statement

Assessment: *multiple-choice questions, timed*

WEEK 2

MODULE 3: RATIO ANALYSIS (I)

- Profitability Margins
- Earnings Before Interest and Taxes & Earnings Before Interest, Taxes, Depreciation and Amortization (EBIT & EBITDA)
- Efficiency: Asset Turnover
- Return On Capital Employed (ROCE) - Return On Investment (ROI)
- Weighted Average Cost Of Capital (WACC) & Economic Value Added (EVA)
- Operational Gearing

Assessment: *multiple-choice questions, timed*

MODULE 4 : RATIO ANALYSIS (II)

- Financial Gearing & Leverage
- Interest Cover & the Tax Shield
- Return On Capital Employed (ROCE) - Return On Investment (ROI)
- Current Ratio
- Acid Test
- Working Capital Requirement
- Other factors to consider
- Case Study

Assessment: *multiple-choice questions, timed*

Live Interactive Session:	13th August 2021	16:00 AEST

WEEK 3

MODULE 5: COSTS: TYPE, BEHAVIOUR & TREATMENT

- Direct vs. Indirect Costs
- Fixed vs. Variable Costs
- Opex vs. Capex
- Accruals and Prepayments
- Accrued and Deferred Income
- Sunk, Marginal and Opportunity Costs

Assessment: *multiple-choice questions, timed*

MODULE 6 : BUDGETING & FORECASTING

- Budgeting
- Creating the budget
- Variance analysis
- Flexing the Budget
- Forecasting

Assessment: *multiple-choice questions, timed*

WEEK 4

MODULE 7: BUILDING THE BUSINESS CASE

- Time Value of Money
- Creating the Business Case in excel
- Net Present Value (NPV)
- Calculating the Internal Rate of Return (IRR)
- Cash-on-Cash (CoC) – selecting the appropriate discount rate
- Short cuts in excel

Assessment: *multiple-choice questions, timed*

MODULE 8 : CREATING VALUE IN THE BUSINESS

- Fundamentals of Asset Valuation
- Yields
- Price-Earnings Ratios
- Bonds
- Risk
- Interest Rates

Case Study: *Asset valuation*

Assessment: *multiple-choice questions, timed*

Live Interactive Session:	27th August 2021	16:00 AEST

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Finance for Non-Finance Managers

Course Code	Location	Course Parts	Month	Standard Price		4+ Dels Discount
P21GO15ON	Blended Learning	All 8 Modules + 2 Interactive Session	2 - 27 August 2021	$1,495 + $149.50 GST	**$1,644.50**	**Great Savings:** When you book **4 or more** participants! **Call us** today on **+61 (2) 9080 4395** or email **training@informa.com.au** to take advantage of the discount offer.

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Speak with **Anton Long** on **+61 481 995 653** or **Holly Baldwin** on **+61 450 866 597** to discuss your customised learning solution, or email **training@informa.com.au**