

COURSE OUTLINE

Business Dynamics

Who is it for?

This workshop is suitable for company graduate programmes or anyone who wants to improve their 'commercial' knowledge of the business world in general.

What is it about?

This course provides an overview of business finance, looking at various business models and the challenges that they face; this workshop will help delegates to think commercially about the businesses and the world in which they operate.

What will it cover?

- How companies are financially structured and trade
- How companies are funded
- The primary financial statements
- How to read & interpret those financial statements
- Asset valuation and how to create value in the business
- An appreciation of the global macro economic forces at work in the world

What will I learn?

- Confidence in understanding business models and applying them to your own business
- Ability to read and interpret financial information
- Understanding of the way the business world works and how various factors are interrelated