

## COURSE OUTLINE

---

### Finance – for Non Financial Sales & Marketing Executives

#### Who is it for?

- This workshop is aimed at sales and marketing managers, those new to budgeting and anyone looking for a firm grounding in the fundamentals of business finance.

#### What is it about?

- Covering the fundamentals of business finance, this course will give delegates an understanding of the core fundamentals of how money flows in a business and how to 'read' the financial statements.

#### What will it cover?

- How a company is financially structured & trades
- The business cycle – how the money flows
- The financial objectives of the business
- How a company is funded – debt & equity
- The key financial statements – Profit & Loss Account, Balance Sheet and Cash Flow Statement
- Profit v Cash Accounting
- Key Financial Ratios – profitability & operational gearing
- Assessing the price sensitivity of your customers
- Breakeven analysis
- Assessing the cash flow of your customers
- Working Capital & Cash Flow management
- Accruals & Prepayments
- Costs – behaviour & treatment
- Capex & Opex and Depreciation
- Budgeting & Forecasting
- The need for accurate sales forecasting
- Management Accounts

#### What will I learn?

- Understanding of key financial terminology and jargon
- Confidence to prepare budgets and read Management Information
- The ability to use financial information to manage the business
- An appreciation of the financial implications of operational decisions