

# Essentials of Business Finance

## For Non-Financial Managers

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Previously: Fundamentals of Finance

Many managers are experts in their own areas, but haven't really had the time to learn about finance they need in their role.

## Highlights

- Learn the essentials of business finance in just 3 days.
- Make smarter decisions based on financial reports and data.
- Learn how to "think finance" and translate performance into financial terms.

## Key Competences

- Business finance
- Understanding financial ratios
- Cost analysis & profit planning
- Reviewing financial statements
- Effective budgeting
- Capital expenditure analysis

## The Right Programme for You

You are a non-financial manager. You need to get a better understanding of business finance for your role. You want to understand financial reports, budgets, ratios and make better decisions using the right data.

Managers

Business Professionals



## Learn, Practice and Use

- **Get** a better understanding of the numbers side of your job
- **Learn** how to "think finance" and use data to make better decisions
- **Develop** proactive working relationships with finance professionals
- **Gain** greater confidence with a working knowledge of business financials
- **Understand** the business dynamics of cash and take initiatives that meet your team's, department's or company's short and long-term goals
- **Take** the guesswork out of your decision-making and use financial data to deliver a better bottom line
- **Distinguish** between capital expenditure budgets and operating budgets
- **Understand** the role of budgeting and issues that budgets can solve
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**3 days**  
€2,995

### Live Online



**4 x** 3-hour  
sessions  
€2,295

### PMI Certified

The programme is certified by the Project Management Institute® (PMI).  
More information at [mce.eu/pmi](https://mce.eu/pmi)

### Available In-Company

The programme is available as an In-Company solution for your teams.  
More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/finance](https://mce.eu/finance) for dates, locations and full programme outline

# Programme Modules

1

## Basic Accounting Concepts

- The importance of the accounting equation
- The accrual process
- The difference between accounting profit and cash flow

2

## Understanding Financial Statements

- Understand the purpose of and terminology associated with the following financial statements:
  - Income statement or profit and loss statement (p&l)
  - Balance sheet
  - Statement of retained earnings
  - Cash flow statement
- Prepare a set of simple financial statements
- Understand the accounting process, from the recording of business transactions to the preparation of financial statements
- Understand how various business transactions affect the financial statements

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## Reviewing an Annual Report

- Various components of an annual report
- Importance of notes in evaluating financial statements
- External auditor's role and the significance of the opinion letter

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## Evaluating a Company's Financial Statements

- Calculate the key financial ratios using the financial statements
- Use financial ratios to evaluate:
  - An organization's liquidity, leverage and profitability
  - The performance of an organization as compared to its competitors'
  - An organization's performance compared with budgeted goals
- Identify sources of financial information beyond the financial statements
- Use the dupont formula to evaluate management performance
- Use the concept of economic value added (eva(r)) and cash flow return on investment (cfroi) to determine if a segment of an organization is adding value to the business

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## Improving Profitability Through Cost Analysis and Profit Planning

- Differentiate between fixed and variable costs
- Help your organization improve profitability through the use of:
  - Break-even analysis
  - Contribution margin analysis
  - Direct costing in appropriate situations
- Understand traditional cost accounting and its limitations
- Understand the relevance of activity-based costing in today's business environment

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## Capital Expenditure Analysis

- Distinguish between capital expenditure budgets and operating budgets and understand the function of the capital budget
- Understand why cash has a time value
- Recognize and apply different methods of evaluating capital expenditure and monitoring project performance

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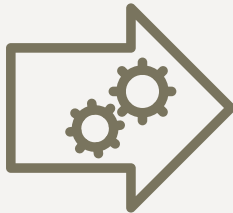
## Budgeting More Effectively

- Understand the role of budgeting and issues that budgets can solve
- Understand the budgeting process
- Identify different types of budgeting systems in use today
- Analyze budgets for different purposes
- Recognize and apply different methods of evaluating and monitoring operating performance



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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