



MCE Week: Finance for Non-Financial Managers

Essentials of Business 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



5 days
€4,595

PMI Certified

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

Available In-Company

The programme is available as an In-Company solution for your teams.
More information at mce.eu/inco

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

3

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

4

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

5

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

6

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

7

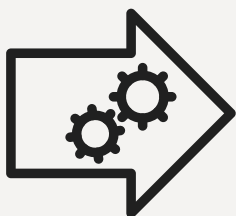
Budgeting More Effectively

- 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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