



Business Finance – Made Easy

Can Financial Management be easy and enjoyable? – Yes it can!

Running any business is time consuming. Often there is little time to stand back and look at what is happening. This Business Finance Course will give you tools to help you stand back and analyse the strengths and challenges that your business faces.

The course builds a solid foundation of financial understanding so that you can interpret business accounts, analyse business trends, consider sources of finance, appreciate the importance of cash flow, evaluate new projects and expansion ideas, manage risks and improve your business planning.

You will be considering your own business finances so that the learning from the course can be applied to your real life business opportunities.

Course Outline

Introduction to Business Finance

- Benefits of understanding finance
- Managing our finances – companies are a lot like individuals
- On the inside v from the outside

Understanding Accounts

- Profit and Loss
- Balance Sheet & Cash Flow

Interpreting Accounts

- Revenue & Cost issues
- What are accounting profits?
- Assets – Current & Fixed Assets
- Liabilities – Loans and Equity

Key Financial Ratios

- Margins
- Asset Turnover & Liquidity
- Debt / Equity
- Cash conversion cycle

Evaluating new projects / ventures

- Time value of money
- NPV & IRR

Managing Risk

- Operational Risks – People, Processes, Systems & External

Business Planning

- Putting it all together

Course Details

- Duration:** 1 Day
Venue: The Carlisle Business Centre, Bradford
Level: Introductory & Intermediate
Prerequisites: None
Suitable for: Business owners, Managers, Office Managers, Book keepers, Financial Controllers
Lead Trainer: David McMeekin
Investment: **£250** (grant funding may be available)
Date **Contact 01274 585160**

Trainer: David McMeekin has specialised in finance and risk management related training for the last four years. He is one of a small number of Professional Risk Managers in the UK holding the PRM, the FRM and the ACOR risk designations. He is also a CFA Charterholder and has considerable experience within Retail, Banking and the Investment Management sectors.

Learning Outcomes

- By the end of the course, participants will be able to:
- > Describe the purpose of the key financial statements
 - > Identify the components of each financial statement
 - > Interpret financial statements
 - > Define and describe key financial ratios
 - > Demonstrate how to calculate key financial ratios
 - > Explain the time value of money concept
 - > Identify how to apply TVM to a net present value
 - > Define operational risk
 - > Explain the steps in operational risk management
 - > Construct an effective business plan