



distinctions

## Business Finance

In today's fast paced ever changing business environment managers throughout an organization are responsible for contributing to the bottom line. Additionally, corporate leaders and managers are being held to strict standards when reporting and preparing financial data. Much of this has come as a result of the recent large corporate financial scandals. Unfortunately, many managers do not have the financial analytical skills to support these tougher standards. Obtaining and practicing the knowledge, skills, and confidence to use financial information in an informed way and appreciate the financial impact of the decisions they make is essential for both individual and organizational success.

To support key leaders and managers in your organization, this Business Finance Workshop for Non-financial Managers is designed to help individuals gain a thorough understanding of key financial concepts and practices. The course takes participants on a jargon-free (and enjoyable!) journey covering all of the key aspects of finance in the modern business.

### Objectives

- Enable leaders to effectively view and use financial information.
- Empower leaders to make strong business and financial cases for the actions they take.
- Develop the ability to include key financial factors in making decisions and tracking performance.
- Learn how to anticipate and forecast how business decisions and change initiatives will impact future financial performance.

### As a result of the program, participants will learn to:

- Describe and calculate the impact of financial decisions on the results of the business.
- Interpret financial information easily and effectively; include reading and evaluating financial statements, along with system reports.
- Describe how the financial markets operate.
- State the main drivers of corporate or stakeholder value.
- Describe the key elements, differences and uses of management and financial accounts.
- Understand financial ratios used by analysts to assess liquidity, profitability, leverage and risk.
- Prepare and use operational and capital budgets.