

Starting 15 March 2010 Ending 7 May 2010

Finance for the Non-financial Manager

An 8 week distance learning course

ONLY £349!

A SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE

Sharpen your financial skills and boost your commercial effectiveness in 8 modules over 8 weeks (*approximately 3-4 hours a week*)

'Finance for Non-Financial Manager' distance learning written course is specifically designed to provide the skills you need to increase your financial awareness. It will improve your understanding of the language of finance, give you greater confidence when talking with your financial colleagues and show how your business can directly affect the overall commercial operation and financial results of the company.

BENEFITS

This course will:

- **ENHANCE** your understanding of the financial dimensions of your business
- **BREAK** through the financial jargon to enable you to speak confidently with financial colleagues
- **INCREASE** your confidence when making key decisions based on financial information
- **IMPROVE** your budgetary control to increase the financial efficiency of your business
- **REDUCE** the impact that poor cash flow management can have on profitability
- **DEMYSTIFY** how to cope with overheads and activity-based costings

DESIGNED FOR

- Managers
- Team leaders
- Department heads
- Office Managers
- CEOs of SMEs
- Commercial managers

THE FEE INCLUDES

- 8 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

COURSE CONTRIBUTORS

Stephen Brookson is an independent consultant, and specialises in the provision of practical business development consultancy and training programmes.

Paul Elkin is Managing Director of TMMi group, which provides consultancy services with a particular focus on business strategic development, performance management and corporate image.

Sultan Kermally holds degrees in economics, sociology and law and diplomas in finance and accounting, marketing and education. He is a learning facilitator and management writer.

Barrie Pearson is Chief Executive of Realization. The company provides world class coaching and mentoring to entrepreneurs and chief executives in the two or three years before their exit, to help them groom their business to realise maximum value.

Ralph Tiffin is managing partner of a successful accountancy and consultancy practice. He has a wealth of experience of organisations throughout the world.

NEED IT NOW?

Please see our website for more details on how this course can be downloaded for you to start learning immediately www.falconbury.co.uk

NEED IT FOR YOUR WHOLE TEAM?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal please contact **Caroline Glen** on +44 (0)20 7729 6677 or caroline.glen@falconbury.co.uk

MODULE 1: DEMYSTIFYING FINANCE

- Introduction
- Interpreting the balance sheet
- The UK and US balance sheet

MODULE 2: HOW HEALTHY ARE WE?

- The two key indicators
- Are we in profit? The P&L statement
- What does the P&L reveal about the business?
- US income statement
- A paper profit - but are we solvent? - The cash flow statement
- What can the cash flow statement tell us?

MODULE 3: THE IMPORTANCE OF RECORDS AND SYSTEMS

- The difference between accounting records and accounting systems
- Systems and procedures
- Classic ledger structure
- Sales system and purchase system
- Wages system
- Audit function

MODULE 4: CONCEPTS, POLICIES AND STANDARDS

- Why do we need concepts and rules?
- Fundamental concepts in operation
- Accounting policies and standards
- 'Creative accounting'
- Managing your working capital
- Conducting break-even analysis

MODULE 5: INTERPRETING THE ACCOUNTS

- Ratio analysis
- Profitability ratios
- Asset turnover analysis
- PE's, Footsie, yields and gilts: understanding the financial press
- Bench marking

MODULE 6: CASH BUDGETING

- Cash flow forecasts
- What is capital expenditure?
- Discounted cash flow techniques and measures
- Sensitivity analysis
- Costing for planning
- Planning and break-even analysis

MODULE 7: CONTROLLING THOSE COSTS

- Full costing - coping with overheads
- Tackling the problems of overhead allocation
- Activity-based costing
- The volume-cost-profit relationship

MODULE 8: FIGURES WE CAN BELIEVE IN?

- The budget
- The operating budget
- Why budget?
- Budget stages explained
- How to budget
- Budget objectives and company culture
- Budget systems and techniques
- Secrets of cash management
- Techniques for effective profit management
- Making a quantum leap: achieving dramatic growth
- Glossary of helpful terms

SEE WEBSITE FOR FULL TERMS AND CONDITIONS

FINANCE FOR THE NON-FINANCIAL MANAGER ENROLMENT FORM

PLEASE QUOTE YOUR UNIQUE CUSTOMER REFERENCE NO.

6092/

YES I would like to enrol £349 • €439 (VAT is not charged)

Starting 15 March 2010 • Ending 7 May 2010 • Ref: 1439

For more than one participant please photocopy this form as needed (payment details only needed on first) • IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

DELEGATE DETAILS

Mr/Mrs/Ms (surname) _____ First names _____
 Job title _____ Tel _____
 Email _____

CONTACT DETAILS (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)*

Mr/Mrs/Ms (surname) _____ First names _____
 Job title _____ Tel _____
 Email _____

ORGANISATION DETAILS

Company _____ Address _____
 _____ Postcode _____
 Tel _____ Fax _____

PAYMENT DETAILS

NB Please note that payment must be made in advance of the course, Falconbury reserve the right to refuse the release of modules if payment has not been received.

- I enclose a cheque made payable to Falconbury Ltd I would like to pay by bank transfer (BACS) payment:
 In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831 • IBAN No. GB78NWBK60721190618831
 In GBP Sterling (£) to Nat West Sort Code 60-04-16 • Account No. 30212820

Please charge my credit card Mastercard Visa

Card no. _____ Expires _____ Security no. _____ (last three digits on signature strip)

Or alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name _____ Signature _____

* Contact details above must be those of the card holder