

DIRECTING FINANCE

WHO SHOULD ATTEND

Directors or aspiring directors in all areas of management who wish to have a sound understanding of the theory and practice of company accounts, corporate finance and relationships with investors.

| <u>Understanding & Interpreting Financial Statements</u> | <u>Basic Corporate Finance</u> | <u>Business Strategy & Decision Making</u> |
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| <p>A practical course on understanding and using statutory accounts to manage and/or value companies</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will enable you to:</p> <ul style="list-style-type: none"> · Understand and analyse the detailed accounting statements of a company · Understand how to assess the financial health of a business and to value it · Distinguish between management accounts and the statutory financial reports of a company · Appreciate the differences in standards and presentation of accounts in different countries · Appreciate the different statutory requirements for filing of accounting information in different countries <p>COURSE CONTENT</p> <ul style="list-style-type: none"> · Understanding accounting statements <ul style="list-style-type: none"> o Balance Sheet o Profit & Loss Statement o Cashflow statement o Sources and Uses of Funds o Presentational requirements in different countries · Consolidated group accounts · Types of capital <ul style="list-style-type: none"> o Shareholder equity o Debt instruments · Assessing financial health <ul style="list-style-type: none"> o Ratio analysis o Time value of money o Assessing the cost of capital o Business valuation techniques · Integrative case studies | <p>A practical course on the essential aspects of finance needed by all directors</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will enable you to:</p> <ul style="list-style-type: none"> · Instruct your finance department in the provision of useful, regular and timely reports for managing the business · Appreciate the differences in standards and presentation of accounts in different countries · Prepare the financial component of a business plan for evaluation by investors or credit institutions <p>COURSE CONTENT</p> <ul style="list-style-type: none"> · Roles and responsibilities in finance <ul style="list-style-type: none"> o Finance Director o Financial Controller o Management Accountant o Auditor o Consolidated group accounts · Preparation of the financial aspects of a strategic business plan <ul style="list-style-type: none"> o Budgeting (both short term and multi-year) and monitoring against budgets o Cashflow forecasting and calculation of funding requirements · Managing the finance function <ul style="list-style-type: none"> o Ensuring timely, accurate and useful financial reporting o Preparation for and timing of annual audit · Integrative case studies | <p>A practical workshop on preparing effective and credible business strategy</p> <p>COURSE OBJECTIVES</p> <p>Participation in this course will provide you with:</p> <ul style="list-style-type: none"> • A clear understanding of what business strategy is, how it serves as a basis for the preparation of the business plan and how it relates to the corporate strategy of the whole organisation • Knowledge of the conceptual models which are available to analyse opportunities and threats to the business and the strengths and weaknesses of organisation • Knowledge of appropriate techniques for developing strategic options and making an appropriate strategic choice • Critical appreciation of the basis of decision making at board level <p>COURSE CONTENT</p> <ul style="list-style-type: none"> • Business strategy and industry analysis <ul style="list-style-type: none"> o The hierarchy of strategies o The structure of business strategy o Analysis of industries o Competition and competitors • Markets, customers and market driven strategies <ul style="list-style-type: none"> o The analysis of markets, customers and generic market strategies • Decision Making and Problem Solving <ul style="list-style-type: none"> o Rational and non-rational decision making o Structured problem solving o Novelty, complexity and ambiguity o Phases in problem solving • Finding the way forward <ul style="list-style-type: none"> o Developing strategic options and allocating resources o Evaluation and performance management • Integrative case studies |

DATES OF COURSES

See website for current timetable (www.emadin.com)