

## BASIC FINANCIAL AWARENESS COURSE OUTLINE: ½ DAY

This course is for anyone who needs an understanding of the key concepts of financial control

OBJECTIVES	
<ul style="list-style-type: none"> <li>• Understand key concepts of financial control</li> <li>• Analysis of financial statements</li> <li>• Understanding difference between cash flow, profit and net worth</li> <li>• Understanding Forecasts</li> <li>• Managing effectively within budgeting constraints</li> <li>• Applying financial concepts in the real world</li> </ul>	
CONTENT	
<p><b>SESSION 1:</b> Fundamental Financial Drivers of a Business</p> <ul style="list-style-type: none"> <li>▪ Sales – Volume / Value</li> <li>▪ Cash – Enough / too much</li> <li>▪ Profit – Gross, Net</li> <li>▪ Earnings</li> </ul>	<p><b>SESSION 4:</b> Real Performance Measurement</p> <ul style="list-style-type: none"> <li>▪ Traditional Performance Measures</li> <li>▪ Understanding the business and its objectives</li> <li>▪ Understanding relationships</li> </ul>
<p><b>SESSION 2:</b> Traditional Reports and Ratios</p> <ul style="list-style-type: none"> <li>▪ Reading and understanding reports</li> <li>▪ Profit &amp; Loss, Balance Sheet, Cashflow Statements</li> <li>▪ How frequently to report?</li> <li>▪ What to report?</li> <li>▪ Understanding Statutory Accounts</li> </ul>	<p><b>SESSION 5:</b> Financial Planning</p> <ul style="list-style-type: none"> <li>▪ The full picture</li> <li>▪ Financial Reporting</li> <li>▪ Cashflow forecasting</li> <li>▪ Presentation of findings</li> </ul>
<p><b>SESSION 3:</b> Summaries, Comparisons and Trends</p> <ul style="list-style-type: none"> <li>▪ What information do I need to show?</li> <li>▪ What to compare</li> <li>▪ What problems are there in performance comparison?</li> <li>▪ How do I spot trends?</li> </ul>	<p><b>SESSION 6:</b> Summary &amp; Close</p> <ul style="list-style-type: none"> <li>▪ Feedback</li> <li>▪ Questions</li> <li>▪ Summary and depart</li> </ul>