

This seminar will lead you through all the components of a corporate balance sheet, income statement and cash flow statement. You will feel familiar and comfortable with these statements; get a feel for what they tell us about a company's state of wealth



Business success through people



Business success through people

## Finance for Non Financial Managers

6 & 7 July 2010

Midrand Conference centre,  
Johannesburg, South Africa

### You will learn

The techniques of financial statement interpretation using popular ratios and financial indicators  
You will feel confident that your conclusions are correct and will be taken seriously by accountants.

### OBJECTIVES

Participants will work through a number of case studies to reinforce the concepts covered.

### YOUR PRESENTER

#### David Gordon

David has been an international management trainer since January 1988, having facilitated in countries such as Kenya, Cameroon, Rwanda, Namibia, Botswana and South Africa. His training specialties include the subjects of corporate and student speed reading, mind mapping, skills for financial controllers, finance for non-accountants, business and technical writing, strategic planning and budgeting, sales management and leadership skills. He is a regular guest presenter of specialist management skills topics to business schools and colleges.

### WHO WILL BENEFIT MOST

New Managers  
Potential future managers  
Secretaries  
PA's

Office Assistant  
Sales Representatives

## Conference Programme

# Finance for Non Financial Managers

### DAY 1

- Introduction to Corporate Finance
- Finance terms and definitions
- Introducing the Balance Sheet
- Property, Plant & Equipment and Depreciation
- Inventory, raw materials, WIP & finished goods
- Accounts Receivable, debtors days/settlement periods & credit management
- Bank, cash and liquidity
- Investments
- Goodwill, patents, trademarks and intellectual capital
- Long-term financing options, including leased assets, bonds & inter-company loans
- The meaning of gearing and leverage on a balance sheet
- Accounts payable and the meaning of accruals
- Company taxation and VAT introduced from a balance sheet perspective
- Bank overdrafts and other short-term financing options
- The working capital cycle in context
- Shareholder's Equity, Capital and Accumulated Funds
- Balance Sheet Scenarios and interpretation exercises

### DAY 2

- The Income Statement introduced and linked to balance sheet items
- Turnover and other income sources
- The meaning of overheads and key expense categories
- Understanding cash flow
- The Cash Flow Statement
- Interpretation and Analysis for the Non-Accountant
- Gross profit, net profit, margin and mark-up
- Current and Quick Ratio
- Debtors Collection Period
- Creditors Settlement Period
- Stock Turnover

- Return on Funds Employed
- Return on Shareholder's Funds
- EPS and valuing a shareholding in a company
- Net asset value and valuing a company's total worth
- Revision and practice exercises

**CONFERENCE FEE:**

**Finance for Non Financial Managers**

**ZAR 4 500.00 excl VAT**

SETA ACCREDITATION: Decision No: 819/02/12/04

**For more information contact:**

**Office:**

**Tel: 016 985 4652/93**

**Charmaine de Jager**

**[charmaine@cittraining.co.za](mailto:charmaine@cittraining.co.za)**

**084 645 7304**

**To Register Click Here**

**[http://www.cittraining.co.za/1this\\_reg\\_form.php](http://www.cittraining.co.za/1this_reg_form.php)**

**Please note that we reserve the right to cancel scheduled training dates should there be insufficient response and numbers**

This message may contain information that is confidential and subject to legal privilege. If you are not the intended recipient, you may not peruse, use, disseminate, distribute or copy this message. If you have received this message in error, please accept our apologies and notify the sender immediately by email, facsimile or telephone. Should you at any time wish to be removed from future circulation from **CORPORATE IMPACT TRAINING cc** please reply with the word **"REMOVE"** in the subject line.