

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



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Finance for Non Financial Managers

4th – 5th May 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

Lynette Myer

Lynette holds a B.A. Degree as well as a Higher Diploma in Education - both from The University of the Witwatersrand. After initially teaching English at Secondary school level, she added both Maths and Accounting to her qualifications. In 1988, Lynette left the formal classroom and opened her own tuition school. She offered extra lessons in Maths and Accounting for both high school and tertiary students. It was here that she gained invaluable experience as to how difficult concepts can be mastered if taught in a manner that is fun and relevant to the real world. During this period Lynette was also a part time lecturer at Damelin College specializing in their courses relating to Accounting. During 2008, Lynette became an accredited facilitator and assessor with both Fasset and Services Seta thus qualifying her to train and assess a wide variety of courses that fall under the control of these two SETA's. She is a free-lance facilitator specializing in Finance and English Skills, both of which are essential for survival in the 21st Century. All knowledge needs to be converted into practical skills, thus giving individuals choices in life – an honour that many South Africans were denied in the past. Lynette believes that it is up to those individuals who have the knowledge and experience to become conduits to those who will be the leaders of the future, after all this is how Man has advanced over the centuries!!
The famous Benjamin Franklin said the following: "If a man empties his purse into his head, no-one can take it from him."

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

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