



# Financial Tuition

## Key Concepts in Finance



### Overview

Accounting jargon can intimidate business owners and managers and make them believe that accounts are difficult and should be left to the accountant. Accounting is, mostly, straightforward and more importantly accounting is far too important to be left to the accountants.

Accounts tell the story on how well the company is performing and can give managers insights on what is going well, what can be improved and what must be changed.

Concepts such as accruals, double entry, costs of sales and gross profit are important to understand so that managers can fully understand what is happening in their business and make informed decisions.

### Key Content

- Accruals and matching concepts
- The difference between profit and loss and cash flow
- Fixed costs and variable costs
- Sales, cost of sales and gross profit
- Fixed assets and depreciation
- Balance sheet

### Audience

The course is designed for business owners and managers who have no formal financial training but want to understand their balance sheet and how their day to day activities influence cash, trade debtors and trade creditors. The course will introduce concepts such as working capital, gearing and return on capital employed.

This course is designed to give a brief introduction to the concepts to give business owners more confidence in dealing with financial matters.

### Course Objectives

Course delegates should be able to:

- Understand key accounting concepts such as accruals, matching and double- entry
- Understand the key ratios
- Understand profit and loss ratios such as cost of sales and gross profit
- Understand fixed and variable costs and their importance to profitability

### Course Requirements

Delegates on this course do not require any qualifications or accounting knowledge. It would help the delegates understanding if they have some involvement with finances and financial information.

TO MAKE A BOOKING  
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