Live Webinar - Introducing Business Finance

Duration: 3.5 hours
Maximum 10 delegates

About this course
Finance is often viewed as a specialist discipline, filled with terminology and concepts that can seem inaccessible to those without an accounting background. Yet an understanding of business finance is increasingly important for professionals at every level, regardless of their role or industry.

This interactive webinar provides a practical introduction to the fundamentals of business finance. Designed for those with little or no prior financial knowledge, it explains how businesses generate, use and measure money, while demystifying the key concepts, terminology and financial statements used in commercial organisations. Through practical examples and discussion, participants will develop the confidence to understand financial information and engage more effectively with financial decision-making.

Who should attend
This course is suitable for anyone seeking a practical understanding of business finance, particularly professionals who regularly encounter financial information, reports or performance measures as part of their role. No previous financial or accounting knowledge is required.

Course Objectives
By the end of the session, participants will be able to:

- Describe the cash flow in a commercial firm, and the risks
- Describe the sources of funding and the implications of each
- Understand key financial concepts and how they apply in practice
- Explain and apply the financial language of measurement and reporting.
- Explain the purposes of and interpret financial statements: reading between the lines
- Identify the key ratios which are the critical indicators of a company's health.

Course Content

- Cashflow: keeping the business money machine working
- how different industries will display different financial characteristics
- cash v profit
- financial concepts
- sources of finance: equity and debt
- assets and liabilities
- fixed and variable costs
- creditors, debtors and credit control
- revenue, cost and break even
- depreciation and amortisation
- the main financial statements
- solvency and liquidity
- key ratios to measure profit, liquidity and return.

Approach
Delegates will receive a set of stand-alone business finance notes which are written to support the course and for reference long afterwards. It is a blend of input sessions, discussion, and short practical exercises to enable participants to learn by application.