



OPEN COURSES BROCHURE

NUPARC FINANCIAL TRAINING

THE NUPARC DIFFERENCE

Our philosophy is based on our belief that effective knowledge transfer and practical involvement are the keys to successful learning. All of our open course programs are interactive and provide you with the tools to make an immediate difference to your business.

Through learning with Nuparc, you will gain a solid understanding of financial matters and more importantly the confidence to use financial data yourself and in discussions / reports with colleagues and Clients.



FINANCE FOR NON-FINANCIAL MANAGERS

THE COURSE OBJECTIVE

This course is designed to give non financial managers a greater appreciation and understanding of day to day financial matters within their company. It will show how to read and interpret income, balance sheet and cash flow statements, and how to measure performance. Delegates will learn the implications that their decisions have on the profits and performance of their business unit and how to communicate on finance matters more effectively both within and outside of their company. In essence, this course teaches essential financial skills that can be used immediately on return to the office.

WHAT WILL I TAKE BACK TO THE OFFICE

- ✓ An understanding of the day to day importance of money in business
- ✓ A clear understanding of accounts and reports
- ✓ The ability to read, analyse and question financial data
- ✓ The ability to make informed decisions based on financial data
- ✓ Knowledge to actively manage cash and budgets
- ✓ The confidence to speak about financial data with colleagues

WHO WILL BENEFIT FROM ATTENDING?

This course is ideal for managers and staff from all sections of a company who need an understanding of and be confident with the fundamentals of business finance. It is for managers who have some budget, cost responsibilities and need to know the financial implications of the decisions they make.

DATE: 24th &25th June
LOCATION: Dublin
PRICE: €749
DURATION: 2 days

THE COURSE OVERVIEW

The importance of money in business

Accounting concepts & principles

How to read & understand the Profit and Loss statement

How to read & understand the Balance Sheet & Cash Flow statement

Key links between the financial statements

Key financial ratios (Margins, ROCE, Creditors etc)

Managing Working Capital

Managing the cash flow versus profit

Effective budgets

Improving margins

Controlling Costs

FINANCE FOR COMMERCIAL MANAGERS

THE COURSE OBJECTIVE

Assuming no previous financial knowledge, the programme provides the tools, tactics and techniques to give senior sales people or anyone entrusted in marketing a product or service a much sharper commercial insight into their own business and industry.

WHAT WILL I TAKE BACK TO THE OFFICE

As a result of attending, participants will become more confident in using shared financial information to gain competitive advantage and more proficient in discussing financial matters with peers within their business.

WHO WILL BENEFIT FROM ATTENDING?

One of the most sought after senior managers is one that possesses the highest level of commercial acumen. This Open Programme is designed to equip Commercial Directors, Sales Directors, Marketing Directors, Retail Managers and Procurement Managers amongst others with a practical grounding in business finance.

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THE COURSE OVERVIEW

- An Introduction to Financial Management
- The Financial Structure of Business - Analysing and
- Understanding the Balance Sheet.
- Debtor and Creditor Management
- Working Capital Management
- The Critical Importance of Generating and Managing Cash
- Funding and Investing in the Business
- Brand Valuation and Goodwill
- The Financial Performance of Business - Analysing and
- Understanding the Profit and Loss Account.
- Managing Variable and Fixed Costs
- The Importance of Managing Gross Margin
- Financial Performance Benchmarks for Your Industry
- Optimising Price, Volume and Margin for Maximum Profitability
- Strategic Pricing
- Drivers of Shareholder Value and how they can be
- Influenced during the Sales Process.
- Financial Implications of the Product Life Cycle
- Break Even Analysis

CONTACT

Deva Naidu

Nuparc Financial Training
00 353 (0) 1243 7777
deva.naidu@nuparc.com

www.nuparcfinancialtraining.com