



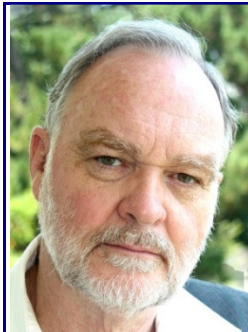
“taking the myth out of finance”

Finance for Non-financial Managers Three Day Course

This comprehensive finance course is designed to take people at managerial or supervisory level from a standing start to a high level of competence in all the major areas necessary to use financial statements productively. It presents an introduction to financial terminology and concepts in a carefully paced and logical sequence which enables people to make sense of what they see and hear in business. It is the essential course for all non-financial decision-makers and is presented using simple language and plenty of practical examples.

The three day course will run concurrently with the four day Accredited course, and has been designed for those who wish to gain confidence in finance and develop their business acumen, but do not need to complete the final assessment process. The course is highly interactive with a solid core of practical exercises. Delegates participate in a business simulation game which develops strategic thinking and teamwork while they apply their knowledge as they acquire it.

The course presenter: John Mitchell



John Mitchell is a Director of Johannesburg School of Finance, a member of the Investment Analysts Society, and holds a Degree in Philosophy. He has been a professional designer and presenter of financial courses for the past twelve years. He is both an approved Assessor and Moderator.

His empathic and interactive style makes his courses both practical and enjoyable. He illustrates the course material with examples from his own extensive business experience.

Course dates 2012: 6 – 8 March; 5 – 7 June; 14 – 16 August; 30 October – 1 November.

Course Venue: Glen Hove Conference Centre, 52 Glenhove Road, Melrose Estate, Johannesburg.

Course Fees: R9 000 (R10 260) per delegate. Fees include material, lunches, teas and secure parking. (NB: This course can also be run on an in-house basis, in which case the course fees and dates are negotiable).

Johannesburg School of Finance (Pty) Ltd is accredited through FASSET, the South African SETA for Finance, Accounting, Management Consulting and Other Financial Services (accreditation number 585/00187/05) and has a Level 4 (100%) BEE rating. For more information about the School and our other products and services, see our website www.jhbfm.co.za or call 27 11 704 7577.

Finance for Non-financial Managers Three Day Course

presented by John Mitchell

Course Content

Day One:

Essential Tools

- Introduction
- Sources and Uses of Capital and Income
- Important Concepts and How to Use Them:
 - assets, liabilities, revenue, expenses
- Understanding Flows and Balances
- Profit and How to Measure It (income statement and profit margins)
- Margins and Mark Ups Using Practical Exercises
- Business Simulation Game

Day Two:

Profit, Cash Flow and the Balance Sheet

- Revision
- The Difference between Profit and Cash Flow
- Exercises on Profit and Cash Flow to Explain, amongst Other Concepts:
 - credit sales and purchases
 - stock and cost of sales
 - expenses (cash & credit)
 - share capital, loans and fixed assets
- Introduction to the Balance Sheet
- What You Can and Cannot Tell from the Balance Sheet
- Business Simulation Game

Day Three:

Costing and Interpretative Analysis

- Revision
- Introduction to Ratio Analysis
- Working Capital Management (stock, debtors and cash), Practical Exercises
- Analysis of Simple Financial Statements to Identify Problems and Suggest Suitable Corrective Action
- Business Simulation Game and Related Exercises

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