



# CPPF

## CERTIFICATE PROGRAMME IN PRACTICAL FINANCE

(INCORPORATING FINANCE FOR NON-FINANCIAL MANAGERS)

### “Growing yourself in line with your career”

This programme is designed for people who are keen to develop themselves as their career progresses; and for companies who are committed to developing their staff.

People attending this programme will acquire the practical financial knowledge and skills required to

- **exercise clear judgement**
- **make strategic business decisions based on sound financial principles**
- **analyse financial information accurately and**
- **manage the financial drivers of a business with confidence.**

### Why you should choose this programme:

- **It's practical**
  - the presenters all have practical experience in business management
  - they use everyday language and avoid unnecessary financial jargon
  - the material is largely exercise-based to develop skills as well as knowledge
- **It's professional**
  - the presenters are committed facilitators
  - they apply well-tested presentation and learning techniques
  - the content is regularly reviewed by business leaders
- **It's flexible**
  - delegates and clients can structure their participation to suit their requirements
- **It's affordable**
  - the pricing is competitive and the modules can be taken as budget constraints permit
  - payment terms are negotiable
  - South African SDL rebates can be obtained if this programme forms part of a company's Workplace Skills Programme
- **It's enjoyable!**
  - delegates will enjoy interacting with other classmates
  - they will have the opportunity to participate in Johannesburg School of Finance's own unique business simulation programme “Banango Traders”™, created specifically for the training environment and which has been presented to around 100 000 employees, entrepreneurs, students and scholars over the past ten years
  - learning about finance can be fun if it is taught in the correct way; this programme achieves that.

## PROGRAMME OVERVIEW AND CERTIFICATION

The programme comprises up to 8 inter-connected modules, each of **four-days** duration and presented in workshop format.

Each module can be attended or presented as a stand-alone course. In-house and scheduled delivery options are available.

See page 3 for scheduled course dates.

- 1 **Finance for Non-Financial Managers Module 1**
- 2 **Finance for Non-Financial Managers Module 2**
- 3 **Budgeting and Cost Control**
- 4 **Analysis of Financial Reports**
- 5 **Equity Analysis and Valuation Techniques**
- 6 **Corporate Finance and Capital Investment Decisions**
- 7 **Financial Modelling in Excel Module 1**
- 8 **Financial Modelling in Excel Module 2**

A Johannesburg School of Finance (JSF) **Certificate in Practical Finance** will be awarded to candidates who complete at least **5 (five)** modules.

### CERTIFICATE REQUIREMENTS

- Attend all four days of a module
- complete the in-course exercises making up the portfolio of evidence
- complete the relevant online revision exercises.

There is no time limit for completing the full certificate programme. Candidates are encouraged to spread their participation over a number of years to suit their budget constraints and to give themselves an opportunity to apply what they have learnt.

### OTHER INFORMATION – CHOICE AND TIMING OF MODULES

Candidates and clients may choose the combination of modules as well as the order in which they are taken to suit their own requirements and needs.

Additional modules may be developed and included on request. In-house programmes may be custom-designed to take any specific needs into account.

### ACCREDITED “FINANCE FOR NON-FINANCIAL MANAGERS” ONLY OPTION FOR SOUTH AFRICAN DELEGATES

South African candidates wanting a short course accredited in terms of the South African National Qualifications Framework (NQF) may choose to take the “Finance for Non-Financial Managers” modules for a stand-alone NQF Level 6 accreditation. The course is linked to SAQA Unit Standard 12883 “Evaluate Companies Based on Their Financial Statements”, yielding 15 credits.

## SCHEDULED PUBLIC COURSES

Customised, in-house programmes can be delivered according to client requirements. Dates, times, venues, delegate numbers, fees and all operational requirements are flexible and negotiable.

Annual scheduled workshops in Johannesburg are also available for individuals or small groups of candidates. Courses in other cities, regions and countries will be considered on request.

### 2018 SCHEDULED WORKSHOP DATES AND VENUE

<u>MODULE</u>	<u>COURSE TITLE</u>	<u>2018 DATES</u>	
1	Finance for Non-Financial Managers Module 1	15 - 18 January 16 - 19 April 13 - 16 August 08 – 11 October	19 - 22 February 02 - 05 July 10 – 13 September
2	Finance for Non-Financial Managers Module 2	18 - 21 June	12 - 15 November
3	Budgeting and Cost Control	05 08 February 22 – 25 October	11 – 14 June
4	Analysis of Financial Reports	05 - 08 March	03 – 06 September
5	Equity Analysis and Valuation Techniques	07 – 10 May	01 – 04 October
6	Corporate Finance and Capital Investment Decisions	09 – 12 April	05 – 08 November
7	Financial Modelling in Excel Module 1	22 - 25 January 26 - 29 March 20 – 23 August 15 - 18 October	12 - 15 February 14 - 17 May 17 - 20 September
8	Financial Modelling in Excel Module 2	12 - 15 March 27 – 30 August	21 - 24 May 19 – 22 November

**Venue:** Quickbooks, 5 Zulberg Close, cnr Ernest Oppenheimer, Bruma, Johannesburg. There is secure parking. Refreshments and lunches will be provided.

### 2018 SCHEDULED COURSE FEES

R15 400 plus 15% VAT per person per module.  
Fees include all course material, venue, catering and secure parking.

### IN-HOUSE PROGRAMME FEES

Negotiable

# CPPF

## CERTIFICATE PROGRAMME IN PRACTICAL FINANCE

### PROGRAMME CONTENT SUMMARY

#### COURSE 1: FINANCE FOR NON-FINANCIAL MANAGERS Module 1

- The role of finance in business management
- Funding the business: where the money comes from
- Introduction to Assets: what the business owns
- The cash in the business: Working Capital and exercises
- Flows, balances and net cash flow
- Understanding revenue and controlling expenses
- The meaning and measurement of profit
- The Matching Rule: timing in finance
- The relationship between profit and cash flow
- Margins and mark-ups, and percentages in simple profit analysis
- Exercises and practical applications
- The balance sheet: explanation, practical exercises, and essential ratios
- Interpretation of financial statements
- Breakeven and costing analysis
- “Banango Traders”™ business simulation (see page 7)
- Assessment and portfolio of evidence.

#### COURSE 2: FINANCE FOR NON-FINANCIAL MANAGERS Module 2

- Financial analysis and financial management
- Business ethics and corporate governance
- Sources and uses of capital and income
- The statement of comprehensive income
- Interpretation of the income statement and terminology
- Depreciation and amortization
- Profit versus cash flow
- The drivers of cash flow and the cash flow statement
- The difference between management accounts and financial statements
- The statement of financial position (balance sheet)
- Working capital management and the cash conversion cycle
- The statement of changes in equity
- Calculating and interpreting ratios and other measures of financial health
- Managing business risk
- Drawing and interpreting graphs of financial performance
- Exercises and practical applications
- Assessment: interpretation of financial information and presentation of conclusions
- “Banango Traders”™ business simulation (see page 7)
- Compilation of a portfolio of evidence.

These two modules form the building blocks of the Certificate Programme in Practical Finance (CPPF). It is highly recommended that candidates without a formal financial background attend both these modules before attempting the remaining modules, although this is not compulsory. Some candidates who already have a thorough understanding of finance may elect to start with Module 2 subject to the approval of the programme supervisors. This will not however give them any exemption credits – they will still be required to do at least 5 modules in order to earn the certificate.

### **COURSE 3: BUDGETING AND COST CONTROL \***

- The principles and purpose of budgeting
- The budgeting process, company objectives, negotiation and buy-in
- The operating budget
- Cost categories and containment strategies
- Breakeven analysis
- Variance analysis: budget, actual and forecast
- The capex budget
- Payback, hurdle rates, NPV and IRR
- Practical exercises in financial forecasting – profit, cash flow and financial position
- Case studies on forecasting, evaluating and controlling performance
- Conflicting issues in budgeting, types of budget and the economic environment
- Supporting calculations and presentation techniques
- Developing and presenting a business plan
- Assessing and managing risk
- “Banango Traders”™ business simulation (see page 7)
- Summative assessment and compilation of portfolio of evidence.

### **COURSE 4: ANALYSIS OF FINANCIAL REPORTS**

- Financial and accounting principles
- Profit versus cash flow
- The drivers of cash flow
- Financial statements and their notes
- Subsidiaries, associates and joint ventures - group and company results
- Annual reports
- Earnings per share and related measures of performance
- Assessing the quality of earnings
- Profitability, activity, liquidity, solvency, growth and sustainability ratios
- Case studies on evaluating financial health and performance
- “Banango Traders”™ business simulation (see page 7)
- Summative assessment and compilation of portfolio of evidence.

### **COURSE 5: EQUITY ANALYSIS AND VALUATION TECHNIQUES**

- Types of shares
- The cost of equity
- Net asset value, market value and intrinsic value
- The security market line
- DCF valuation techniques
- Price to earnings and related ratios
- Embedded value and enterprise value
- Fundamental and technical analysis
- The stock exchange: primary and secondary activities
- Case studies on analysis and valuation
- Summative assessment and compilation of portfolio of evidence

## **COURSE 6: CORPORATE FINANCE AND CAPITAL INVESTMENT DECISIONS**

- Equity vs debt and the cost of capital
- Hurdle rates
- NPV and IRR
- The NPV profile for capital projects
- Depreciation, amortisation and impairment
- Purchase versus lease of assets
- Working capital management strategies
- Introduction to mergers and acquisitions
- Operating and financial leverage
- MBO's and LBO's
- Alternative growth strategies
- Case studies in growth
- "Banango Traders"™ business simulation (see page 7)
- Summative assessment and compilation of portfolio of evidence.

## **COURSE 7: FINANCIAL MODELLING IN EXCEL MODULE 1 \*\***

- Excel techniques, shortcuts and disciplines
- Relative and absolute cells
- Arrays and data tables
- Concatenation
- Version control and logging
- Hyperlink menus
- Viewing options
- Protection
- Charts and trend lines
- V Lookup for True and False
- Pivot Tables
- Subtotals
- Combining functions: match and offset
- IF statements and combinations, nested IF's
- Conditional formatting
- Data validation and drop-down lists
- Summative assessment and compilation of portfolio of evidence.

## **COURSE 8: FINANCIAL MODELLING IN EXCEL MODULE 2 \*\***

- Principles of model design and interpretation
- Assumptions vs variables
- Different types of names and using names in formulas
- Input, operation and output discipline
- Interpreting and evaluating modelled outcomes
- Sensitivity testing
- Using row names in formulas
- Scenarios, Goal-seek and Solver
- Time Value of Money and CAGR in Excel
- Capital budgeting models
- Using reiterative calculations to model an integrated set of financial statements
- Circular reference and error tracking
- Introduction to macros and macro buttons
- Using form controls in models
- Work related projects: in-class work on own models using principles taught\*
- Summative assessment and compilation of portfolio of evidence.

*\*\*Delegates will be requested to submit proposed project outlines one week before the start of the course.*

---000---

## BUSINESS SIMULATION

### “Banango Traders”™

#### – a unique experiential learning programme

This is a powerful computer-based multi-factor business trading simulation model developed by Johannesburg School of Finance specifically for the training environment.

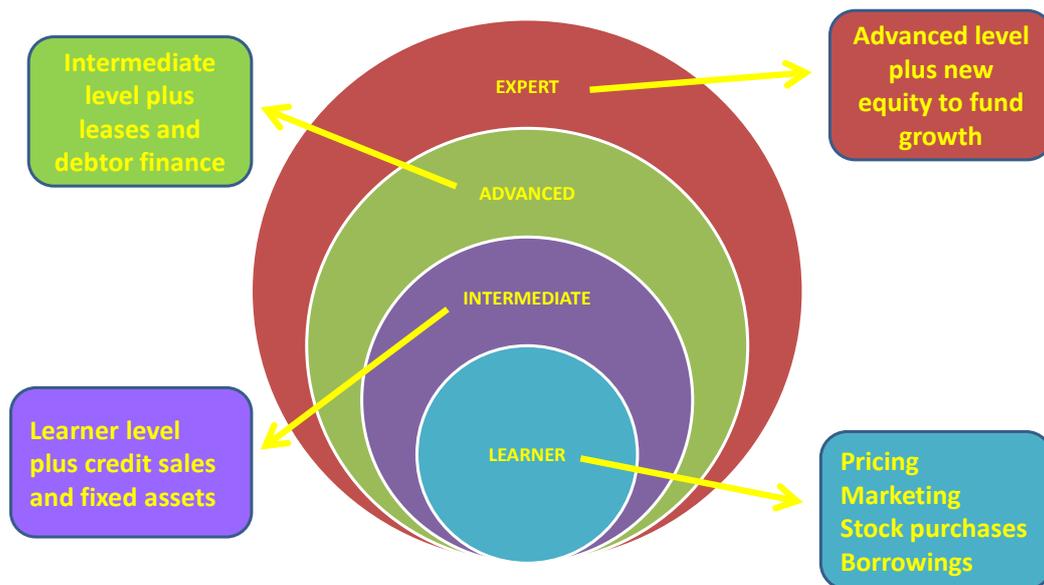
It gives delegates the opportunity to apply what they learn during the workshops and to experience the challenge of financial decision-making in a dynamic and competitive business environment.

To date over 100 000 business people, students and scholars have taken part in various levels and versions of “Banango Traders”™.

“Banango Traders”™ is integrated into the material for many of the modules of the Certificate Programme in Practical Finance.

It can also be used online as a stand-alone educational game for individuals, entrepreneurs and corporate employees.

### “BANANGO TRADERS” BUSINESS SIMULATION LEVELS AND DECISIONS



“Banango Traders”™ has been used and can be used in the following ways:

- As a teambuilding and diversity management exercise
- As the anchor session for conferences
- As part of a promotional experience for clients
- As part of a corporate awareness campaign for staff
- As a business acumen exercise to up-skill employees in the principles of business
- As the thread to bring planning sessions together and define a common strategy
- As a valuable corporate social responsibility exercise in communities and schools
- As a year-end staff reward and motivation exercise with prizes
- As a fun means of improving maths literacy and calculation skills amongst employees.

Please [contact us](#) if you would like to use the programme in any of the above areas.

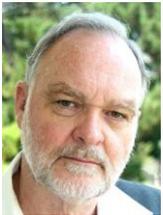
## CERTIFICATE PROGRAMME SUPERVISORS

The Certificate Programme in Practical Finance (CPPF) is supervised by **Peter van Ryneveld** and **John Mitchell**, the directors of Johannesburg School of Finance.



**Peter van Ryneveld** has Masters degrees in Economics and Law and is a CFA charter holder. He did his undergraduate degree in Economics at UCT, followed by Honours and Masters (cum laude) at Stellenbosch and an LLM at Cambridge. He spent the early part of his career in merchant banking and stock-broking, focusing mainly on equity research and sales.

For the past twenty-three years he has been designing and presenting courses in business and investment finance to investment professionals, corporate managers, retirement fund trustees and, since 2002, to CFA® candidates. He has travelled extensively throughout Africa and has presented courses in over 15 different African countries during that time. He is the co-author of "The Essentials of Retirement Fund Management in South Africa 1993-1994" and has appeared on TV as a presenter in the "Your Own Business" series.



**John Mitchell** is a member of the Investment Analysts Society and holds a Degree in Philosophy. He spent the early part of his career in the South African mining industry, managing a procurement department and with additional responsibility for budgeting and human resource management. He also has experience in small business consulting. He has been a professional designer and presenter of financial courses for the past seventeen years, specialising in the areas of business acumen, financial management and financial modelling. His main clients include companies in the retail, manufacturing, construction, financial services and telecommunications industries.

John's Major in Logic aligns itself naturally with both lean programming and clear analysis of financial problems. His empathic style and extensive business experience make his courses both practical and enjoyable.

## ABOUT JOHANNESBURG SCHOOL OF FINANCE

Johannesburg School of Finance (Pty) Ltd (Registration No 98/10820) is a private sector provider of finance and finance-related training programmes. The company is based in South Africa but programmes are presented in many other countries throughout Africa and elsewhere.

The company's four main products are:

- Short courses in business and financial management for the corporate market
- Investment training courses for analysts, asset managers and investment professionals, including CFA® preparation workshops
- Trustee training programmes for trustees of pension and provident funds
- Entrepreneurship skills development and syllabus-related programmes for senior school learners and educators in accounting, business studies and maths literacy.

Johannesburg School of Finance is registered with FASSET, the South African SETA for Finance, Accounting, Management Consulting and Other Financial Services (Registration No 585/00187/05). The School has a Level 4 (100%) BEE rating.

**For registration details and further information: [Click here](#)**

Website: [www.jhbfin.co.za](http://www.jhbfin.co.za)

Email: [registrations@jhbfin.co.za](mailto:registrations@jhbfin.co.za)

Telephone: +27117047577

---000---