



# CPPF

## CERTIFICATE PROGRAMME IN PRACTICAL FINANCE

(INCORPORATING FINANCE FOR NON-FINANCIAL MANAGERS)

**“Empowering yourself to make better business decisions.”**

This programme is designed for people who are keen to develop themselves as their career and business 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 and updated
- **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 200 000 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 consists of a series of inter-connected courses, each of **two or four days** duration and presented in workshop format (except for Course 9 which is online).

Each course can be attended or presented as a stand-alone course. Each course carries its own certificate.

10 credits are required for the full CPPF certificate.

Scheduled courses and in-house delivery options are available.

See page 4 for scheduled course dates.

	<u>COURSE</u>	<u>DURATION</u>	<u>CREDITS</u>
1	Finance for Non-Financial Managers Module 1	4 days	2
2	Finance for Non-Financial Managers Module 2	4 days	2
3	Budgeting and Cost Control	4 days	2
4	Analysis of Financial Reports	2 days	1
5	Equity Valuation Techniques	2 days	1
6	Capital Investment Decisions	2 days	1
7	Financial Modelling in Excel Module 1	4 days	2
8	Financial Modelling in Excel Module 2	4 days	2
9	<b>ABSOLUTE BUSINESS “CENTS” Programme in Business Acumen and Entrepreneurship</b>	online	1
10	In-house customized courses by arrangement	depends	depends

### CERTIFICATE REQUIREMENTS

A Johannesburg School of Finance (JSF) **Certificate in Practical Finance** will be awarded to candidates who achieve at least **10 (ten)** credits. To complete a credit, a candidate must

- Attend all sessions of a course
- 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 welcome to spread their participation over a number of years to suit their budget constraints and also to give themselves an opportunity to apply what they have learnt.

## OTHER INFORMATION

### CHOICE, ORDER AND TIMING OF COURSES

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

### IN-HOUSE COURSES AND COURSE CUSTOMISATION

In-house programmes with or without customisation can be delivered according to client requirements.

Dates, times, venues, delegate numbers, fees and all operational requirements are flexible and negotiable.

### PRIVATE COACHING

Individuals preferring one-on-one coaching are welcome to discuss their specific needs with us. Courses can be adapted and customised for this purpose.

### 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 two “Finance for Non-Financial Managers” courses (courses 1 and 2) 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.

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## 2019 SCHEDULED WORKSHOP DATES AND VENUES

<u>COURSE TITLE</u>	<u>2019 DATES</u>	
1 Finance for Non-Financial Managers Module 1	14 - 17 January 08 - 11 April 01 - 04 July 07 – 10 October	18 - 21 February 03 - 06 June 09 - 12 September
2 Finance for Non-Financial Managers Module 2	04 - 07 February 11 – 14 November	08 - 11 July
3 Budgeting and Cost Control	04 - 07 February 21 - 24 October	10 - 13 June
4 Analysis of Financial Reports	04 - 05 March	12 -13 August
5 Equity Valuation Techniques	01 – 02 April	02 – 03 September
6 Capital Investment Decisions	06 - 07 May	07 – 08 October
7 Financial Modelling in Excel Module 1	21 - 24 January 11 - 14 March 19 - 22 August 14 - 17 October	11 - 14 February 13 - 16 May 16 - 19 September
8 Financial Modelling in Excel Module 2	25 - 28 March 26 – 29August	20 - 23 May 18 – 21 November
9 ABSOLUTE “BUSINESS CENTS”	Online; instant registration and commencement	

**Venues:** a) Quickbooks, 5 Zulberg Close, cnr Ernest Oppenheimer, Bruma, Johannesburg.

b) JSF, Cumberland Avenue, Vandia Grove, Randburg.

There is secure parking. Refreshments and lunches will be provided.

### 2019 COURSE FEES

- 4-day scheduled workshop course per delegate R15 400 plus 15% VAT
  - 2-day scheduled workshop course per delegate R 7 700 plus 15% VAT
- Fees include all course material, venue costs, catering and secure parking.
- ABSOLUTE BUSINESS “CENTS” online programme (Course 9) R1 646 incl 15% VAT
  - Discounted individual fee for upfront registration for 10 credits R 65 000 plus 15% VAT
  - Discounted fee for IAS members and group bookings of 3 or more delegates
  - Negotiable fees for in-house programmes with or without customisation.

# CPPF

## CERTIFICATE PROGRAMME IN PRACTICAL FINANCE

### PROGRAMME CONTENT SUMMARY

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

**4 days**

- 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 income statement, EBITDA, Headline earnings
- The Matching Rule: timing in finance and accrual accounting
- 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**

**4 days**

- Introduction to IFRS vs GAAP
- Depreciation and Amortization
- The statement of Comprehensive Income and cash flow statements
- Effects of discounts
- The Relationship between Profit and Cash Flow
- Interpretation of the financial statements
- Introduction to the Balance Sheet and IFRS terminology
- Exercises on the Statement of Financial Position
- Interpretation of terminology and the balance sheet
- Useful financial ratios
- Working Capital Management (stock, debtors and cash), Practical Exercises
- Assessment: interpretation of financial information and presentation of conclusions
- “Banango Traders”™ business simulation (see page 7) at intervals throughout the course
- Compilation of 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 \*****4 days**

- The principles and purpose of budgeting and the budgeting process: planning to achieve company goals and contain costs
- Business Strategy: considerations and application
- Income statement revision and the impact of cost control
- The nature and behaviour of costs, and their role in budgeting
- Price Elasticity of Demand and simple forecasting and pricing
- Different budgeting methods and approaches
- Participation, negotiation and buy-in
- Budgeting best practice
- State, quantify and evaluate budget assumptions
- Practical exercise in cash flow forecasting
- The Budget Projection
- Virements
- Variance analysis: budget, actual and forecast
- Practical costing techniques, measurement and assessment
- Opex, Capex and depreciation in budgeting
- Controlling costs by improved efficiency
- Budgeting to manage cash flow: sources of funding and repayment
- The business plan the business case, motivations and scenarios
- The budget forecast, short, medium, long term and rolling budgets
- Supporting calculations and assumptions
- Developing and presenting a business plan
- "Banango Traders"™ business simulation (see page 7)
- Summative assessment and compilation of portfolio of evidence.

**COURSE 4: ANALYSIS OF FINANCIAL REPORTS****2 days**

- Key Financial and Accounting Principles
- Capital and income
- Profit and cash flow
- The accrual concept
- The matching principle
- Financial Statements and their Notes
- Group and Company Results
- Earnings Per Share and HEPS
- Free Cash Flow
- Profitability, Activity, Liquidity and Solvency Ratios
- Growth and Sustainability
- Equity Analysis Perspective
- Credit Analysis Perspective
- Case Studies on Financial Health
- Summative assessment and compilation of portfolio of evidence.

**COURSE 5: EQUITY VALUATION TECHNIQUES****2 days**

- Present values and future values
- Annuities
- Excel applications - basic functions; techniques; exercises
- Measures of Return: HPR, arithmetic and geometric means, weighted means
- Measures of Risk: variance and standard deviation
- Hurdle rates; cost of equity and WACC
- Discounted Cash Flows; NPV; IRR
- Fair Value, Intrinsic Value and Market Value
- Dividend Discount Models:
- Single, Multiple and Indefinite Holding Period Models
- Two-step Valuation Process
- Price Multiple Valuations: PE's; EBITDA multiples; enterprise value and embedded value
- Asset-based Valuations
- Summative assessment and compilation of portfolio of evidence

**COURSE 6: CAPITAL INVESTMENT DECISIONS****2 days**

- Equity vs debt and the cost of capital
- Hurdle rates
- Payback and discounted payback
- Return on Investment
- Profitability Index
- Discounted Cash Flows; NPV; IRR
- Decision rules
- The NPV profile
- Depreciation, amortization and impairment
- Purchase vs lease of assets
- Excel models
- Case studies in capital budgeting
- Exercises
- Summative assessment and compilation of portfolio of evidence.

**COURSE 7: FINANCIAL MODELLING IN EXCEL MODULE 1****4 days**

- Shortcuts, techniques procedures and disciplines
- Version control and logging
- Relative and absolute cells
- Concatenation
- Max and Min functions
- Protection
- Charts and trend lines
- Input, Operation and Output discipline
- Techniques of naming and using names in formulas
- Structuring the model
- Create a simple model using names and conduct sensitivity analysis
- Vlookup True and False with applications
- Arrays and Array data tables
- IF statements OR, AND, Nested IF
- Data validation and drop down list
- Using Row Names in formulas
- Model to a known outcome: create a reiterative model to test proposed solutions to the Company's problems
- Perform exercises to demonstrate knowledge of the techniques learnt
- Apply appropriate techniques to create spreadsheets to provide required information
- Create a simple reiterative model
- Course closure, portfolio of evidence and feedback

## COURSE 8: FINANCIAL MODELLING IN EXCEL MODULE 2

4 days

- Introduction
- Advanced techniques, shortcuts and procedures
- Text, Concatenate Text, Time
- Names revision
- What-if? calculations: Goal-seek, Solver and Scenarios
- Group Data
- Subtotals and nested Subtotals
- Pivot table reports
- Advanced IF functions
- Conditional Formatting
- Boolean Algebra : IS functions
- Purpose, possibilities and principles of modelling
- Planning, structuring and using the model
- Refurbishment
- Build and interrogate a model using sub-routines, IO-AO structure
- Scenarios, Goal-seek and Solver
- The Time Value of Money: NPV, IRR, explanation and practical exercises
- Summative assessment and compilation of portfolio of evidence.

## COURSE 9: ABSOLUTE BUSINESS “CENTS”

**- online practical learning for students, employees and entrepreneurs**

**ABSOLUTE BUSINESS “CENTS”** is a practical training programme that gives you better business acumen skills by teaching you about profit, cash flow, financial reports, marketing, managing assets, scenario planning, supply and demand and other key elements of successful entrepreneurship and business management. It can be run either online or in a classroom.

Learning takes place through

- Short, well-designed readings and exercises
- Online quizzes
- A virtual business simulation game.

Using the highly successful “Banango Traders” business simulation programme, developed by Johannesburg School of Finance specifically for the learning environment, you run your own virtual business in a realistic and competitive market, giving you insight into selling strategies, financial planning and business management (see more on the “Banango Traders” concept on page 9).

Some readings on personal finance issues are also included.

For more information, go to [www.banangapreneur.com](http://www.banangapreneur.com)

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## BUSINESS SIMULATION

### “Banango Traders”™

#### – a unique experiential learning programme

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

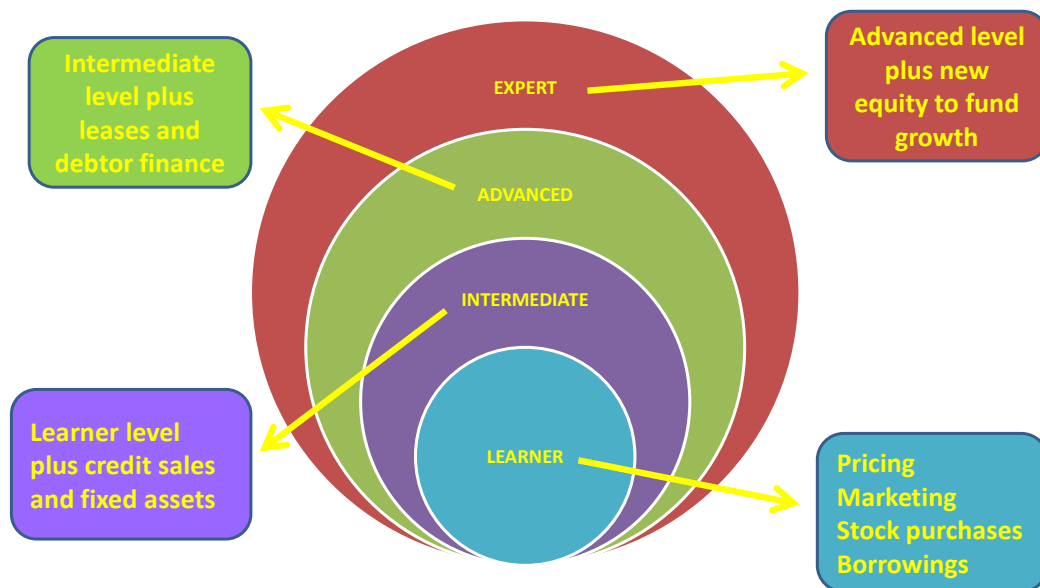
It gives our delegates the opportunity to apply what they learn during the workshops and to experience the challenge of financial decision-making in a dynamic and competitive business environment.

To date over 200 000 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 programme 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 help 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.

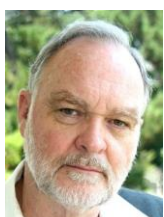
## CPPF PROGRAMME SUPERVISORS

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-five 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](#)**

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