

## Course Outline –Finance

### 1. Module 1 - Financial Drivers

- a. Introduction
- b. Reading: Business Valuation
- c. Reading: Accrual Accounting Basics
- d. Reading: Do You Really Know Where You Make Your Money?
- e. Video: The Balance Sheet
- f. Reading: Basic Financial Statements
- g. Assignment - Key Drivers of Your Business
- h. Assignment - Business Spend
- i. Conclusion

By the end of this module you should be able to:

- Describe the Financial Drivers that impact business profitability and valuation
- Create and interpret Profit and loss balance sheet statements
- Effectively communicate financial information and goals (part 1 introduction to concepts)
- Explain financial concepts as they relate to the business (cash flow accounting, accrual accounting, profit margins)

### 2. Module 2 - Determining Your Financial Goals

- a. Introduction
- b. Reading: Determining Your Financial Goals
- c. Reading - Profit and Loss
- d. Reading: Taxes and Your Business
- e. Reading: Capital Expenditures
- f. Reading: Value and Financing Decisions
- g. Assignment - Industry Expenses and Purchasing Decisions
- h. Assignment - Scenario #1
- i. Conclusion

By the end of this module you should be able to:

- Effectively communicate financial information and goals
- Apply financial concepts as they relate to the business (cash flow accounting, accrual accounting, profit margins)
- Discuss financing decisions and options (Capital purchases) as they relate to profitability, cash flow and taxes

### 3. Finance - Pulse Check

### 4. Module 3 - Tracking Key Expense Drivers

- a. Introduction
- b. Reading: Identifying Key Business Drivers
- c. Reading: Forecasting Your Business
- d. Reading: Revenue Cycles, Financial Ratios and Benchmarks
- e. Assignment - Financial Forecasting
- f. Assignment - Financial Forecast Planning
- g. Assignment - Scenario #2
- h. Conclusion

By the end of this module you should be able to:

- Dig deeper into the P&L (Profits)
- Look at examples P&L with expense categories and see the
- External Impacts
- Profit, loss, and drivers of expenses
- Benchmarking data
- Discuss how small things can add up

### 5. Module 4 - Generating a Financial Plan for the Business

- a. Introduction
- b. Assignment - Discussion Scenario
- c. Assignment - Financial Forecasting for your Business
- d. Conclusion

Learning Outcome:

- Generate a financial plan for the business
- Create an annual finance forecast
- Track business performance to the plan