

# FINANCIAL MANAGEMENT FOR SME, BUSINESS OWNERS AND MANAGERS



FINANCIAL MANAGEMENT is one of the most important responsibilities of business owners/managers. They must consider the potential consequences of their management decisions on profits, cash flow, and the financial condition of the company.

## ■ Course Objective

Upon the completion of this two-day training, participants are expected to:

- ✓ Understand about their company's COST STRUCTURES
- ✓ Understand STANDARD FINANCIAL REPORTS
- ✓ Prepare and monitor their company's ANNUAL FINANCIAL PLAN
- ✓ Manage their company's CASH FLOW.

## ■ Course Structure

The certificate course in Financial Management for SMEs, Business Owners, and Managers spent approximately 16 hours OR is offered a 2-day period. The course is based on a participatory, active learning approach, and group discussions. An Action Guide, by Ms. Pich Rathmony. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.

## ■ Who Should Attend?

This course is designed to provide managers in non-financial positions with a practical understanding of finance and accounting. It is assumed that participants will have no formal accounting or finance knowledge.

## ■ Course Outline

### Module I: Business finance basics

- Profit and loss statement
- Balance sheet
- Statement of cash flow

### Chapter 2: Assessing your business's financial health

- Liquidity ratios
- Solvency ratios
- Profitability ratios
- Management ratios
- Balance sheet ratios

### Module II: Improving business finances

### Chapter 3: Maintaining profitability

- Profitability measures
- Discounting sales
- Expense management

### Chapter 4: Improving Cash Flow

- Managing stock
- Managing payments to suppliers
- Managing work in progress
- Managing debtors
- Working capital cycle – cash conversion rate

### Chapter 5: Budgeting 60

- Profit and loss budget
- Assumptions
- Monitoring and managing your profit and loss budget

### Chapter 6: Managing cash flow

- Cash and profit
- Cash flow drivers in your business
- Cash flow forecasting