



Essential Financial Concepts - Tools and Practices

PIK757-0825 TRK-IST-1



WESTMINSTER
BUSINESS COUNCIL

Place: Istanbul
Venue: Levni Hotel (Hoca Paşa, Mahallesi, Ankara Cd. No:12, 34110 Fatih/İstanbul, TURKEY) - TBC
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PPP: £4550



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**If you can't train them,
you can't blame them!**

Short Description:

COURSE OVERVIEW The training program is designed to elevate financial awareness among participants by imparting critical knowledge about essential financial concepts, tools, and practices. It encompasses key principles of financial management, such as budgeting, financial statements, and important metrics utilised to assess financial health. By addressing these foundational topics, the program ensures that participants grasp the intricacies of financial operations and the significance of maintaining sound financial practices. Furthermore, this program empowers participants to make informed financial decisions, fostering a deeper understanding of the implications of those decisions at both personal and organisational levels. Through enhanced financial literacy, individuals are better equipped to navigate complex financial landscapes, ultimately leading to improved financial outcomes and strategic planning in various contexts. This holistic approach not only benefits the participants but also contributes positively to the overall financial well-being of their organisations.

Course Overview:

COURSE OBJECTIVES

By the end of this program, participants will be able to:

- Understand basic financial concepts and terminology.
- Interpret financial statements effectively.
- Assess financial performance using various indicators.
- Apply budgeting techniques to manage personal finances.
- Manage organisational finances through effective budgeting.
- Recognise key financial metrics and understand their implications.
- Make informed financial decisions based on thorough financial analysis.

TARGET AUDIENCE

- Managers looking to enhance their leadership skills.

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- Team leaders aiming to develop their team's financial understanding.
- Employees interested in improving their financial literacy.
- Individuals seeking to gain better control over personal finances.
- Small business owners wanting to strengthen their financial knowledge.
- Professionals aiming to make informed financial decisions.
- Entrepreneurs looking for resources to manage their business finances effectively.

Program Outline:

DAY 1: Introduction to Financial Concepts

1. Fundamental financial terminology and principles.
2. Overview of financial management practices.
3. The significance of financial awareness in both personal and professional environments.
4. Essential financial statements: Balance Sheet, Income Statement, and Cash Flow Statement.
5. Key financial metrics and ratios.

DAY 2: Understanding Financial Statements

1. Elements of financial statements.
2. Techniques for reading and interpreting financial statements.
3. Evaluating financial performance through key ratios.
4. Common financial mistakes and strategies to avoid them.
5. Case studies focusing on financial statement analysis.

DAY 3: Budgeting and Financial Planning

1. Fundamentals of budgeting and financial planning.
2. Creating personal and organisational budgets.
3. Methods for tracking and managing expenses.
4. Establishing and reaching financial objectives.
5. Resources and software for effective budgeting.

DAY 4: Key Financial Metrics

1. Understanding and calculating essential financial metrics: ROI, ROE, and Profit Margins.

2. The importance of financial metrics in making informed decisions.
3. Benchmarking and evaluating performance.
4. Consequences of financial metrics for strategy and operational decisions.
5. Practical examples and hands-on exercises.

DAY 5: Making Informed Financial Decisions

1. The process of decision-making in financial management.
2. Assessing investment opportunities and associated risks.
3. The influence of financial decisions on overall financial well-being.
4. Strategies for effective financial decision-making.
5. Real-life scenarios and practical applications.