



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST 1894

Executive Education
Open Programmes

Fees

£495 (no VAT is charged)

Includes all meals, refreshments and programme materials.

Duration

1 day

Practical Accounting and Finance for Entrepreneurs

An intensive one-day masterclass to help entrepreneurs and small business managers better understand and handle the financial aspects of their business.

Programme overview

The programme will improve your understanding of the accounting and finance aspects of your business to help you make better managerial decisions. We will demystify accounting and provide you with simple, but powerful, practical tools to help you understand, analyse and discuss the financial aspects of your business. Understand how your business looks on paper, gain insight into how potential investors may examine your business and improve your confidence when it comes to engaging with your accounting and tax advisers.

Who is the programme for?

Entrepreneurs, owners or managers of small businesses who are looking to improve their understanding of the accounting and finance aspects of their business. The programme is designed for people with limited knowledge of accounting and finance, no previous knowledge is required.

Focus and structure

Morning session

We start by demystifying accounting, showing that it is simply a way to help describe your business decisions. We will examine a series of typical business transactions (e.g. acquiring assets, selling products and services, paying salaries etc.) to understand how they are reflected in your company's financial statements. In the process, we learn the difference between cash flows and earnings and we clarify key accounting terms (e.g. accruals, reserves and provisions).

We then outline the key UK statutory requirements in relation to company accounts and income tax. A key area of focus is the difference between profit calculations made for the purpose of statutory accounts and those made for the purpose of income tax payments.

Afternoon session

We focus on understanding specific areas of accounting which may have a high impact on your company's financials, such as working capital, tangible and intangible long-term investments and provisions. We explain the key practical issues related to these items and we discuss their managerial relevance.

We then look at key accounting measurements, such as profitability and financial leverage, and their relationship to managerial decisions, both operating and financial.

The last part of the session focuses on the investor's perspective, explaining how lenders and equity investors are likely to analyse your business. This will include an overview of the typical valuation techniques used in a buyout scenario.

The programme incorporates practical group activities which are designed to allow you to focus on your specific questions and business needs.

Programme benefits

- Understand key accounting terms and concepts
- Learn how your business decisions are reflected in the accounts
- Understand how accounting information can help you manage the business
- Increased confidence when talking to your accounting and tax advisors
- Join stimulating discussions with other entrepreneurs and business managers
- Access to practical reference resources to use on completion of the programme.

Apply now at
cass.city.ac.uk/execed

Open personal development programmes

- Strategic Decision Making for Leaders
- Becoming an Effective Leader
- Effective Negotiation Skills
- Practical Accounting and Finance for Entrepreneurs
- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing your Core Consulting Skills
- Leadership Communication: Present Yourself with Lasting Impact.

World class faculty lead by:

Stefano de Cesaris



Stefano is a Senior Lecturer in the Accounting Group of the Finance Faculty at Cass Business School. His areas of expertise are

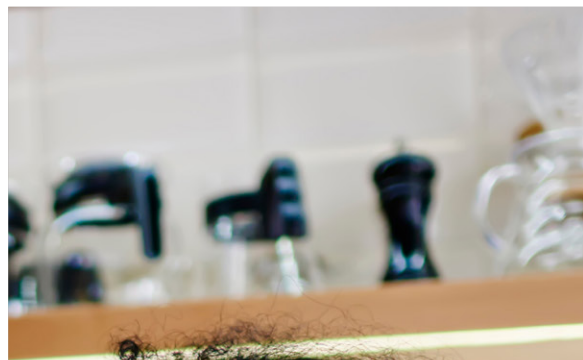
accounting, the analysis of financial statements, company valuation and mergers and acquisitions. Prior to joining Cass, Stefano worked at Goldman Sachs in London, first in the corporate advisory

group and then in the equity research division. In 2005, he joined AMT Training, a leading provider of financial training for investment banks globally, and subsequently he joined Cass Business School. Stefano has over 12 years of experience teaching accounting and finance to professional and student audiences worldwide.

An experience at the heart of global business

London is one of the world's great business centres and a hub of creativity and innovation. With the Lord Mayor of London as our Chancellor, we provide unparalleled connections to an elite network of businesses and organisations. Learn with the people shaping markets and leading new trends in our executive development facility, designed with active, collaborative working in mind.

Apply now at
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