Gain an understanding of the financial language of business. Become proficient in the fundamentals of finance and how to interpret financial figures.

This programme aims to give business leaders and decision makers a strong grasp of finance language, terminology and skills in analysis. The programme empowers non-finance managers to communicate effectively with accountants and finance managers. The programme is designed for anyone who is in charge of a budget and seeks to be more informed with the skills to analyse financial reports and also forecast future performance.

Using practical and real life case studies the programme will explore numbers in business financial statements and reports. In order to provide an understanding of how day-to-day decisions and activities impact the financial performance of your business. Participants will be able to analyse the performance of their business and make improvements in areas that are not performing to satisfaction. The programme will also boost your literacy with financial language and terminology. Managers will learn how to spot financial opportunities and how to take advantage of them. Participants will also learn practically how to investigate the cost and benefits of investments.

### Course Content

**Day 1:**
Practical illustrations using business data. A clear understanding of how all the day-to-day activities impact the financial performance of their businesses. Become fully familiar with all the key figures in the financial statements. Understand the key metrics of performance and how participant’s business has performed against similar businesses. Have a clear understanding of financial terminology.

**Day 2:**
Participants will learn and be motivated to use a practical toolbox of the many ways in which they can improve the financial performance of their business. Measuring the impact of Volume Growth on Financial performance. Margin Enhancement. Minimising Investment in Assets.

**Day 3:**
Gain a full understanding of the key factors to be taken into account in making an effective investment decision. Be able to clearly identify relevant cash flows. How the hurdle rate for investment decisions is arrived at. Understand discounted cash flow techniques and be able to use them to evaluate investment decisions. Appreciate the importance of post evaluation monitoring of investment decisions.
Who should do this course?
The course aims to empower business leaders with a deep understanding of the financial processes of their company. Any business executive or decision maker who works with budgets and has little to no background in finance would greatly benefit from this programme. Participants of this programme range from owner/managers, senior managers, CEOs and directors who require critical analysis skills in finance for effective communication and informed decisions.

Benefits
- Become confident with decisions that impact the finances of your company.
- Understand the terminology and language of finance and accounting.
- Gain a greater understanding of business performance, cash flows, cost and investment benefits.
- The programme aims to equip participants with a tool kits which they can bring to their own company and put into practice immediately.

Faculty:

Hilary Hough
Programme Director

Hilary Hough is an adjunct Professor of Accounting at Trinity Business School, a certified accountant and chartered director with a wide range of corporate finance, accounting and general management experience. He worked with Bank of Ireland where he held a number of senior positions, including Corporate Lending Manager, Head of the SME Division, Head of Group Public Affairs and Managing Director of Bank of Ireland Finance. Since leaving Bank of Ireland he has provided accounting and financial consultancy and training to senior executives and owner managers in a range of large and small companies and public sector organisations throughout Europe, Asia, the Middle East and the US.

Hilary is non-executive director of IT Alliance Group, Gateway Korea Ltd. and European Movement Ireland. He is also on the Industry and Commerce Committee of the Royal Dublin Society.

Hilary delivers the Fundamentals of Accounting module on the Trinity MBA programme in which he shares his wide range of practical and academic experiences to unveil the mystique surrounding the world of accounting and finance and make it easily accessible, understandable and useable for non financial managers. His book, Accounting and Finance for the Lending Banker became a leading text on the subject for lending bankers both in Ireland and abroad.

Applications Welcome from

Business leaders with a deep understanding of the financial processes of their company.

Any business executive or decision maker who works with budgets and has little to no background in finance would greatly benefit from this programme.

Participants of this programme range from owner/managers, senior managers, CEOs and directors who require critical analysis skills in finance for effective communication and informed decisions.

Fees

Course fees are €2,500

Apply

Applications are currently open for the 2020 course, which will run over 3 days taking place in Dublin on 6, 7 and 8 November.

Please contact us if you would like to discuss a customised programme for your organisation.

How to Apply:
Email: trinity.exed@tcd.ie
www.tcd.ie/business/executive-education/