



## Finance for Non-Financial Managers in Hospitality

Online structured professional development is the key to upskilling your workforce to meet the challenges in these unprecedented times. Cash flow management and careful pricing and costing strategies are key to ensuring that business growth is based on profitable revenue.

Our online 'Finance for Non-Financial Managers' seminar aims to improve commercial knowledge to ensure that business decisions regarding pricing and costing are made with insight. The coaching from our tutors will increase the commercial awareness of non-financial managers and improve the understanding and interpretation of budgets and monthly reports that all departments deal with on a regular basis.

All examples are based on the recommendations of the Uniform System of Accounts for Hotels.



## Who is the course for?

'Finance for Non-Financial Managers' has been designed for business owners, departmental managers and senior operators whose role involves the interpretation of monthly performance reports and the development of operational action plans to meet business objectives.

## What will participants gain?

On completion delegates will have the opportunity to complete an online assessment to earn a Certificate of Achievement. They will also be able to:

- Think, talk and act more commercially aware within the workplace
- Understand and interpret financial reports
- Calculate and analyse key financial figures
- Develop action plans based on financial performance

## How is the course delivered?

Finance for Non-Financial Managers' is a highly interactive course that is delivered through four 90 minute online presentations and workshops, case studies and discussions. Delegates are also encouraged to discuss their own reports privately with their tutor.

## Other course titles available

**Asset management & Capital Investment Appraisal  
Budgeting & Forecasting**

## What is the course about?

The objective of the 'Finance for Non-Financial Managers' course is to develop commercial awareness and to facilitate delegates' understanding of the key financial competences required to manage a business successfully, such as forecasting and cost control.

Structured into three main topic areas, the course includes:

### Introduction to the P&L account:

- The basic principles
- Explanations of financial terminology
- Business tactics to manage revenue costs
- How to trade & make a profit
- Calculation and interpretation of KPI's
- Brief overview of the difference between CAPEX and operational spend

### Introduction to the Balance Sheet

- Assets, liabilities and equity
- Managing working capital
- Profit, cash and investment

### Introduction to Cashflow

- Planning for cash requirements
- Controlling cash & other assets
- Working capital forecasting
- Sources of funds to manage liquidity
- Simple KPI's to measure performance

## For more information

To find out more about the workshops and seminars available and to discuss how we can help your organisation contact:

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