



Rubycom Finance Courses : Business Finance for Non Accountants

The course will provide attendees with a good grasp of financial data, and how to use the data to improve the financial performance of your business.

The course will bring to you enjoyment, networking opportunities, new skills, and insights to your business. While theory is a small part of the course, much of the material will involve looking at real-life practical examples that you can directly relate to your business.

What the course will not do is teach you to be an accountant!

Course content

This course will cover the following :

- Key accounting concepts;
- Interpreting & understanding financial statements;
- Differences between profit and cash;
- Cash management and working capital;
- Budgeting & forecasting;
- Raising finance for your business;
- Appraising and ranking investments.

Outcomes you can expect from this course

- Understand and interpret profit and loss accounts, balance sheet and cash flow;
- Be able to ask probing questions on your accounts;
- Understand revenue recognition and fundamental accounting concepts;
- Enable you to explain the difference between profit and cash;
- Improve your ability to forecast your business;
- Reducing your working capital and optimise cash in your business;
- Think innovatively about ways to raise finance for your business;
- Appraise and rank investment opportunities.

Who should attend?

Business owners, business managers from an operations, engineering, business development or support background, those with profit & loss or budget responsibility or those aspiring to take on profit and loss or budgetary responsibility within the next year.

You will likely come from a non-finance background and have a desire to use financial data to improve the financial performance of your business or business unit.

For multiple participants from the same company, Rubycom can tailor this course to meet the specific needs of your business.



Delivery Method

The main part of the course is delivered over two half days on Zoom, with a minimum of five and maximum of eight participants.

- Day 1 : 9.00 am to 2.00 pm;
- Day 2 : 9.00 am to 2.00 pm;

An individual pre course call (one on one) will take place with the course presenter to understand your current level and what you want / need from the course. The content including practical examples can then be changed slightly to meet your specific needs.

A follow up "Power Hour" on zoom will take place after the course to re-inforce principles and examples discussed on the course ensuring you are able to achieve maximum benefit. This will be one on one with the course presenter.

Full course notes and examples provided in advance. The course is delivered in English language, and participants worldwide are very welcome to attend.

Cost and payment

The cost of the course is £349 plus vat. A 10% discount is available for employees of Rubycom clients, and for companies booking two or more participants.

Full payment is required to reserve your place on the course.

To book and for more information please call Scott Davidson on 07794 229594 or e-mail to scott@rubycomlimited.com

About Rubycom

Rubycom is a firm of commercial finance directors who work closely with small and medium sized companies around Scotland with the objective of Improving Financial Performance.

Founded in 2018 by Scott Davidson (an ICAS qualified chartered accountant with significant commercial experience), the team, client base and service offerings have grown quickly since start up.

Operating from offices in Aberdeen and Edinburgh in the UK, Rubycom has developed a range of online and zoom delivered finance courses to help you drive the financial performance of your business.

More information can be found at www.rubycomlimited.com