

# Business

## Master Business Finance and Strategic Planning

A practical journey through business finance and strategic planning, from fundamentals to advanced tools. Learn with real-world examples and apply your knowledge from day one.

24 modules

### What you'll learn

- ✓ Understand sources of finance including internal, external equity, debt, and other external options
- ✓ Calculate financial ratios like liquidity, current ratio, quick ratio, gross profit margin, and ROCE
- ✓ Explore workforce planning, training, and motivation theories
- ✓ Analyze final accounts such as profit and loss statements and balance sheets
- ✓ Identify types of costs and perform break-even analysis
- ✓ Develop strategic thinking with mission, vision, and decision-making tools

### Syllabus

#### 1 Sources of finance

Internal finance   External equity finance   Debt finance   Other external sources   Capital vs revenue expenditure  
Choosing the right source (SPACED)

#### 2 Final accounts

Statement of profit and loss   Statement of financial position   Depreciation

#### 3 Financial ratios

Liquidity   Current ratio   Quick (acid-test) ratio   Gross profit margin   Return on capital employed (ROCE)

#### 4 Costs and break-even

Types of costs   Contribution and total costs   Break-even analysis   Cash flow

#### 5 Human resources

Workforce planning   Training and dismissals   Motivation theories

#### 6 Strategy and analysis

Mission, vision and strategy   Growth and integration   Analysis and decision tools

### Who is it for?

Professionals and students in business, finance, and management who want to enhance their strategic and financial skills

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