



1996 INDUSTRIAL
EDUCATION
PROGRAMME

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COMPANY ACCOUNTS – A guide for the non-financial Manager

DUBLIN: 23 APRIL • 12 NOVEMBER, 1996

GALWAY: 11 JUNE, 1996

ABOUT THE WORKSHOP –

Most Irish SME's are owner managed and often the Managing Director has no formal financial training. Through our National Technology Audit Programme – which has now worked with over 600 companies – it has become apparent that many companies are unaware of the very valuable management information contained in their company accounts. Many companies employ an accountant only to prepare a closing statement, rather than to interpret data. As company accounts are prepared to a standard formula, they can be difficult to read for those not trained in this area. The course tutors – members of our Audit team – have devised and adapted a method to assist non-financial Managers gain access to valuable company information. A practical hands-on session will show participants how to use a standard set of accounts for themselves. The workshop will also discuss Credit Management, Costing and Long Term Planning – areas often neglected in SMEs. There will be an emphasis on discussion throughout the workshop.

WHO SHOULD ATTEND –

The workshop is primarily intended for **non-financial Owner Managers** and **Senior Executives in SMEs**.

WORKSHOP TUTORS –

The workshop tutors are **Eugene Daly** and **Bernard Keaveney** of our Manufacturing Consultancy Services at Forbairt, **Bill Costello** of Rochester Consultants and guest speaker, **Liam Reddy** of The Irish Trade Protection Association.

– PROGRAMME –

0830	Registration and Tea/Coffee	1250	Lunch
0900	WELCOME BY WORKSHOP LEADER Eugene Daly, Operations Management, Forbairt	1400	CREDIT MANAGEMENT Liam Reddy, The Irish Trade Protection Association <i>Examines the importance of Credit Management and the sources of data which are available on debtors and competitors.</i>
0910	MONITORING FINANCIAL PERFORMANCE Eugene Daly, Operations Management, Forbairt <i>Managers often find it easier to keep track of production than financial performance. This session presents some tools which enable non-financial managers to set goals and monitor performance.</i>	1450	COSTING Eugene Daly, Operations Management, Forbairt <i>Highlights typical inadequacies inherent in many costing systems. Suggested methods of improving costing systems are discussed.</i>
0940	INTERPRETING THE BALANCE SHEET & PROFIT + LOSS ACCOUNT Bill Costello, Rochester Consultants <i>The balance sheet and P+L Account represent a snapshot of the trading position of a company at a given point in time. It is important to be able to understand the format and presentation of information in these documents. Bill Costello looks at a typical set of accounts and explains how to extract and interpret the information which is provided.</i>	1530	Tea/Coffee
1030	Tea/Coffee	1545	LONG TERM PLANNING Bernard Keaveney, Quality Consultancy Service, Forbairt <i>Discusses the importance of financial planning and some of the terminology which needs to be understood before this task can be undertaken effectively.</i>
1050	HANDS-ON WORKSHOP <i>In this workshop a complete set of accounts will be circulated to each participant. The accounts will be analysed in some detail. Participants will be encouraged to partake in the analysis process by asking some questions and offering opinions on the way data should be interpreted.</i>	1630	Panel Discussion
		1700	Close of Workshop

P.T.O.