



# Professional Diploma in Business Finance



82%

of businesses that fail  
do so because of  
cash flow problems.

# Find the facts behind the figures

To effectively lead your organisation in shaping long-term strategy, delivering projects in line with market realities, you need to possess strong levels of understanding, skill and confidence in business finance.

You will emerge with the knowledge to understand, interpret and contribute to your organisation's financial planning and analysis processes, along with an increased ability to work effectively with your colleagues in finance.

**This Programme is for you if:**

- › You're a senior specialist manager who needs to broaden their skill set as they move or look to move into more general management.
- › You are an SME owner, general manager, divisional manager or chief executive.
- › You want to equip yourself with the tools and terms needed to contribute fully to financial discussions with your professional colleagues.



**A Graduate's View:**

// The Professional Diploma in Business Finance was extremely comprehensive and has greatly increased my knowledge of finance. I would highly recommend it to any business people from a non-finance background. //

Peter Lagan, Director,  
Lagan Investments Ltd



## Programme Themes:

- 1 Financial Analysis & Evaluating Corporate Performance**
  - › Understand your organisation's key financial statements: income statements, balance sheets, and statements of cash flow.
  - › Critically examine financial statements and learn how to assess company performance analysis.
- 2 Accounts management**
  - › Learn what drives costs and about the different costing systems that are appropriate to organisations of varying operational complexity.
  - › Enhance your ability to make costing and management decisions, including recommendations for restructuring.
  - › Use costing to decide to whether your organisation should produce a product or service internally, or buy it in from an external source.
- 3 Budgeting & Business Planning**
  - › Understand the key strategic and financial elements of a good business plan and deploy them in practice.
  - › Appreciate the similarities and differences of budgets and business plans.
- 4 Investment Appraisal**
  - › Explore how to assess investment proposals.
  - › Enhance your ability to deliver greater shareholder value and divisional financial performance through investment decisions that boost shareholder value.
  - › Learn how to optimise the management of working capital.
- 5 Capital Markets & Valuation**
  - › Learn how to apply financial practices such as discounted cash flow and the capital asset pricing model to value any company.
  - › Apply the factors that drive corporate valuation to better boost the value of your own organisation.
- 6 Business Finance Capstone**
  - › Be able to communicate your financial knowledge and acumen through enhanced report writing and verbal skills.
  - › Explore research methodologies to best assess financial performance in a variety of contexts.

## Professional Diploma in Business Finance

## This programme will equip you to:



Develop a financial vocabulary and deal comfortably with finance questions as they arise on the job.



Understand all major financial topics as they relate to the practical day-to-day activity of your business.



Analyse, understand and leverage value out of financial accounts.



Project budgets, analyse capital expenditure decisions and critically examine corporate finance transactions.



Complete a company project that will comprehensively analyse a financial issue.

## IMI Master of Business Framework

The flexible developmental journey demanded by professionals today so that they can become the future-fit leaders of tomorrow.

You determine the pathway that best suits your development needs. Once you have completed your chosen journey, you will receive either an MBS or an MSc, depending on your chosen path.

You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and you have up to five years to complete all elements of the Framework.



**Cormac Lucey**  
Programme Director

Cormac is a chartered accountant with experience in industry, banking and corporate finance in both Ireland and continental Europe who has previously worked with PricewaterhouseCoopers, Rabobank Frankfurt and the Department of Justice. He is the author of Plan B – How Leaving the Euro Can Save Ireland and a co-author of The Business Compass – Perspectives on Business Ethics, and writes weekly columns on economics in the Irish edition of the Sunday Times. Cormac has also worked in Irish government for several years as special advisor to the deputy prime minister (Tánaiste).

### Programme | Dublin:

Next Start Date **30 March 2020**

### Programme | Cork:

Next Start Date **25 May 2020**

The programme is run over 6 x 3-day facilitated workshops, plus assignment day (1 hour long).

For more information, including a full listing of module dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie).

### Price:

Corporate Member:	€8,390
SME:	€9,190
Non-Member:	€9,990



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[programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie)

Freephone: 1800 22 33 88

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