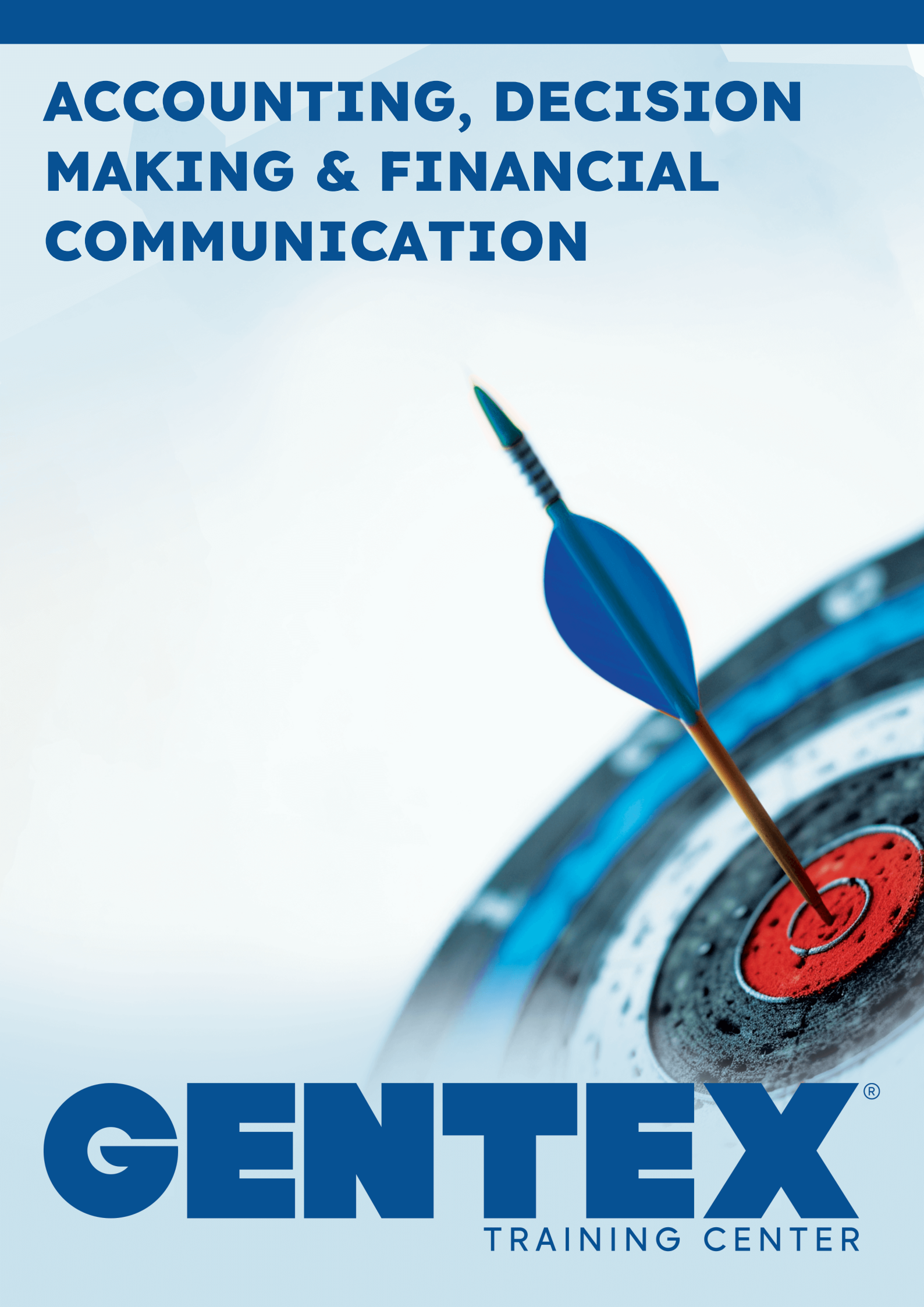
ACCOUNTING, DECISION MAKING & FINANCIAL COMMUNICATION



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GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Accounting, Decision Making & Financial Communication Training Course brings three linked capabilities into one programme: sound numbers, sound choices, and clear explanation. Financial data only creates value when it informs a decision and when that decision is understood by the people who must act on it. This course builds from accounting fundamentals into decision analysis and then into communication. It covers cost behaviour, relevant costing, and investment appraisal. Furthermore, it develops ratio analysis, budgeting discipline, and variance investigation. In addition, it trains participants to present financial results to executives, boards, and non-finance audiences. As a result, participants turn numbers into decisions and decisions into shared understanding.

Accounting, Decision Making & Financial Communication Course Objectives

- Read and interpret the three primary financial statements accurately.
- Apply cost classification and contribution margin to decision choices.
- Perform break-even, target profit, and margin of safety analysis.
- Use relevant costing for special order, make-or-buy, and discontinuation decisions.
- Appraise capital investments using NPV, IRR, payback, and ARR.
- Apply sensitivity and scenario analysis to uncertain proposals.
- Build budgets, forecast outcomes, and analyse variances.
- Analyse liquidity, profitability, efficiency, and gearing ratios.
- Structure financial messages for executives and non-finance audiences.
- Present financial results with clear visuals and defensible recommendations.

Course Methodology

- Interactive lectures built on practical accounting and decision cases.

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- Costing, contribution, and investment appraisal workshops with worked figures.
- Budget and variance analysis exercises on real reporting packs.
- Financial presentation labs with peer feedback on clarity.
- Structured discussion with facilitator feedback on recommendations and messaging.

Who Should Take This Course

- Management accountants and financial analysts.
- Finance managers and business partners.
- Budgeting and planning professionals.
- Department heads presenting financial results.
- Investment and feasibility analysts.
- Professionals preparing board papers and management reports.

Accounting, Decision Making & Financial Communication Course Outlines

Day 1: Accounting Foundations for Decisions

- Financial statement structure and what each statement reveals.
- Accrual accounting, matching, and timing effects.
- Cost classification: fixed, variable, mixed, and traceable costs.
- Contribution margin and its role in decisions.
- Cost-volume-profit relationships and assumptions.
- Absorption versus variable costing consequences.
- Case study: tracing a decision back to the accounts.

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Day 2: Decision-Relevant Analysis

- Relevant costs, sunk costs, and opportunity costs.
- Special order accept-or-reject decisions.
- Make-or-buy and outsourcing evaluation.
- Continue-or-discontinue product and segment analysis.
- Limiting factor and constrained resource decisions.
- Cost-plus and target costing for pricing decisions.
- Workshop: assessing three short-term decision scenarios.

Day 3: Investment Appraisal and Risk

- Time value of money and discounting principles.
- Net present value and cost of capital estimation.
- Internal rate of return and its practical limits.
- Payback, discounted payback, and accounting rate of return.
- Sensitivity, scenario, and break-even appraisal analysis.
- Ranking mutually exclusive and capital-constrained projects.
- Workshop: appraising and defending a capital proposal.

Day 4: Budgeting, Variance, and Performance

- Master budget structure and budget cycle.
- Flexible budgets and standard costing.
- Material, labour, and overhead variance analysis.
- Investigating variances and assigning responsibility.
- Key performance indicators and the balanced scorecard.

- Rolling forecasts and reforecasting discipline.
- Workshop: diagnosing variances from a reporting pack.

Day 5: Financial Communication and Reporting

- Identifying the audience and their decision needs.
- Structuring a financial narrative: context, findings, implication, action.
- Choosing the right chart for financial data.
- Presenting ratios, margins, and cash trends clearly.
- Handling difficult questions and challenging assumptions.
- Board papers, management commentary, and disclosure writing.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Accounting, Decision Making & Financial Communication, participants will gain a thorough understanding of financial statement interpretation, decision-relevant costing, investment appraisal, budgeting and variance control, and the principles of financial communication. They will also acquire practical skills in decision analysis, investment appraisal, performance reporting, and financial presentation. In addition, the course prepares them to explain financial outcomes clearly and defend their recommendations. Gentex Training Center delivers this programme with a strong focus on applied analysis and effective financial messaging.

FAQs for Accounting, Decision Making & Financial Communication course

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Q1 What is the "Accounting, Decision Making & Financial Communication" course about?

It is a five-day programme that links accounting analysis to management decisions and to clear financial communication. It covers cost behaviour, relevant costing, cost-volume-profit analysis, investment appraisal, budgeting and variance analysis, ratio interpretation, and the presentation of financial results.

Q2 What are the key benefits of the "Accounting, Decision Making & Financial Communication" course?

Participants produce recommendations that hold up and messages that land. The course improves the quality of costing and investment decisions, strengthens budget control and variance investigation, sharpens ratio and cash analysis, raises the standard of board papers and management reports, and reduces the risk of a sound analysis losing support through poor explanation.

Q3 What skills will I gain from the "Accounting, Decision Making & Financial Communication" course?

Participants gain decision-relevant costing and cost-volume-profit analysis, investment appraisal with risk and sensitivity testing, budgeting, variance analysis and performance measurement, and financial communication and reporting to executive and non-finance audiences. These four skills cover the practical core of analysis, decision and explanation.

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Q4 What tools, methods, or standards are covered in the "Accounting, Decision Making & Financial Communication" course?

The course covers accrual and matching principles, cost classification for fixed, variable, mixed and traceable costs, contribution margin analysis, cost-volume-profit and break-even analysis, target profit and margin of safety, absorption and variable costing, relevant costing with sunk and opportunity cost treatment, special order and make-or-buy evaluation, discontinuation analysis, limiting factor analysis, cost-plus and target costing, time value of money, net present value, internal rate of return, payback and discounted payback, accounting rate of return, sensitivity and scenario analysis, capital rationing and project ranking, the master budget and budget cycle, flexible budgets, standard costing, material, labour and overhead variance analysis, key performance indicators, the balanced scorecard, rolling forecasts, ratio analysis for liquidity, profitability, efficiency and gearing, financial narrative structuring, chart selection for financial data, and board paper and management commentary writing.

Q5 How is the "Accounting, Decision Making & Financial Communication" course applied in real-world practice?

Participants apply the methods to live business questions. They cost products and services, test special orders and outsourcing options, appraise capital proposals with NPV and IRR, run sensitivity checks, build and reforecast budgets, investigate variances, and interpret ratio and cash trends. They then write board papers, build executive summaries, and present findings to decision-makers. Many leave with appraisal models, a reporting pack structure, and presentation templates ready for immediate use.

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