



# Business Financial Management

Part 1 & 2  
Program Outline

# Overview

Understanding and managing a business's financial position is vital to building and running a strong and profitable business.

Our Business Financial Management program helps any business owner or employee become a savvy financial manager by teaching everything from the basic concepts and principles of accounting to more advanced topics like business valuations, understanding non traditional funding and financing options for your business. Along the way, participants will learn to build a financial plan including budgets, cash flow forecasts, pricing models, and more.

Participants will gradually build solid financial skillset and learn how to make wise financial decisions by evaluating various forms of financial data.

## COURSE STRUCTURE

Participants will receive instruction through online group Zoom classes. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.

## COURSE HOURS

### Part 1

- **24 hours of total instruction**
- **Weekly 2 hr group Zoom sessions for 6 weeks**

### Part 2

- **24 hours of total instruction**
- **3 months of bi-weekly Zoom training (2 hrs twice a week)**





# Who is this program for?

## **BUSINESS OWNERS**

Financial management is the key for understanding how your business can or is making a profit. From making sure your pricing model is profitable to managing your expenses, it is present in every decision you make as a business owner. This program will help you gain the financial skills required to see evaluate the current standing of your business, recognize opportunities, and avoid making decisions that are too risky.

## **MANAGERS**

Financial management is essential for managers to track departmental performance, budgets, and other metrics, as well as making decisions, motivating teams, and maintaining a big-picture mindset. Understanding the financial impact of your decisions and performance will help you make better decisions and understand your direct contribution to your organization's goals and performance.



## **Simple, Practical, and Relevant**

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our experienced team provides your business with the expertise you need, available at your fingertips. With many options - from individual courses to complete certificate programs and one-on-one coaching, to mastermind groups, we've got you covered.

**WE EXIST TO HELP BUILD  
MILLION & BILLION  
DOLLAR BUSINESSES.**



# Program Instructor

**Sayem Hassan**  
*786 Accounting & Tax*

Sayem is a CPA - Chartered Professional Accountant, and a Certified Exit Planning Advisor, with a wealth of experience working with retail businesses, tech firms, and start-ups. Prior to starting 786 Accounting, he worked as a Tax Specialist for KPMG specializing in small businesses enterprise, and held an Executive role with the one of the largest fashion retailers in the country. He continues to provide CFO/Controller services to few select start-ups.

Sayem wanted to help business owners grow by providing industry-leading tech-enabled apps to manage their accounting, advisory, and

tax service that's why he founded 786 Accounting and Tax, Saskatchewan's award-winning firm, and the first fully virtual CPA firm offering a wide range of accounting services.

Their team is committed to helping businesses grow and thrive by providing an audit-proof Cloud-based system combined with personalized accounting, advisory, and tax services



# How our program will help build your business profits

Our financial management program will help you deeply understand your business & its performance - leading to better strategic decisions about your operations, growth, and future leading to increased financial health and stability.

## KEY TAKEAWAYS

In this program, participants will:

- Understand why & how to manage their bookkeeping
- Learn how to use various accounting tools to prepare your financial statements
- Evaluate their company's health and performance using financial statements and ratios
- Become familiar with tax implications in various business structures, as well as the tax cycle
- Understand how to value a business when buying, selling, or transitioning.
- Create financial budgets, projections, and forecasts that will help them make better decisions in your business.
- Understand how to mitigate common business risks.
- Learn how to evaluate & secure various forms of financing for your business

## PROGRAM SECTIONS

- 
- SECTION 1  
**Bookkeeping**
  - SECTION 2  
**Reports**
  - SECTION 3  
**Management Accounting**
  - SECTION 4  
**Business Structure & Taxes**
  - SECTION 5  
**Planning**
  - SECTION 6  
**Financing**
  - SECTION 7  
**Growth & Exit Strategy**

## learning experience

### SEE

Learners are introduced to content through stories, expertise, and humour.

### SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

### REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items each course.

### TRY

Activities connect key takeaways with business and action immediately to solidify new practices.

## PROGRAM OUTCOMES

# Financial Management Part 1

This program consists of 6 weeks of live online group learning, with 4 hours of Zoom training every week. It is program is designed to help business owners ensure they are receiving good financial data using sound bookkeeping practices so that they can make informed decisions when evaluating their business financial health and performance.

# 1

## INTRODUCTION & BOOKKEEPING BASICS

Familiarize yourself with online platform, course layout, & materials. Understand the bookkeeping cycle & the importance of good bookkeeping practices.

# 4

## BALANCE SHEET, INCOME STATEMENT & RATIOS

Learn how to interpret an income statement and balance sheet, what is included in COGS, and how to use operational ratios to understand the health of a business.

# 2

## ACCOUNTING SOFTWARE & THE SALES CYCLE

Learn how to choose and implement bookkeeping software and customize a chart of accounts. Learn best practices when creating quotes and invoices, and how to setup and integrate online payment methods.

# 5

## CASH FLOW, BUDGETING & PROFITABILITY

Learn how to manage cash flow, AP, & AR effectively by understanding a cash flow statement. Learn how to create a budget and set financial goals in accounting software and monitor expenses.

# 3

## PAYROLL & INVENTORY MANAGEMENT

Participants will be introduced to payroll software, and learn about accounting and reporting standards and requirements in Canada. Participants will learn about inventory management and strategies to make their inventory management more efficient.

# 6

## TAXES & BUSINESS STRUCTURE

Learn about GST, PST, Income Tax, Payroll Remittances, Deductible expenses & the accounting cycle. Look the pros & cons of corporations, sole proprietors, and partnership structures & how business owners choose to pay themselves.

## PROGRAM OUTCOMES

# Financial Management Part 2

This program consists of 3 months of live online group learning, with 4 hours of Zoom training every second week so that participants have a chance to spend alternate weeks working on their business. This program is designed to help sales professionals & businesses refine every aspect of their sales process and implement a sales plan that will help them increase their close ratio and sales revenue.

# 1

## INTRODUCTION & STRATEGIC PLANNING

Familiarize yourself with online platform, course layout, & materials. Learn how to create a functional business plan including setting SMART goals & Key Performance Indicators.

# 4

## UNDERSTANDING YOUR FINANCING OPTIONS

Learn what types of financing are suitable for different business and how to successfully apply for bank financing. Learn about financing options available outside of banks including sub-debt, venture capitalists, angel investors & more.

# 2

## FINANCIAL MODELING & FORECASTING

Learn how to create a pricing model, profit model and breakeven model considering multiple potential scenarios. Learn how to create a cash flow forecast and manage assets & capital based on the time value of money.

# 5

## ASK THE EXPERTS: PLANNING FOR GROWTH

Learn how to plan for long term growth in a variety of ways including acquiring a business, hiring staff, or capital projects. Ask questions and learn directly from banks, venture capitalists, and others on what they look for in businesses they fund.

# 3

## RISK MANAGEMENT & NEGOTIATIONS

Learn how to mitigate the top financial risks in business from a team of experts in each area. Learn winning strategies in business negotiations.

# 6

## BUSINESS VALUATION & SUCCESSION PLANNING

Learn some general guidelines for determining how much a business is worth. Learn how to begin planning an exit strategy that regardless of whether the owner sells or dissolves the business.

## Program Credential

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.



## TRAINING COSTS

### Financial Management Part 1

Weekly for 6 weeks, *24 Hrs Total Instructional Time*

\$ 50 Materials  
\$ 4,457 Tuition  
\$ 4,507

### Financial Management Part 2

Bi-weekly for 3 months, *24 Hrs Total Instructional Time*

\$ 500 Materials  
\$ 4,457 Tuition  
\$ 4,957

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

## Our Guarantee

We guarantee that this program will help you increase your profit by 10% within 1 year or we will provide you with free one on one coaching to ensure you do!

\*Participants must have completed the program & activities and implemented any action items that were produced as a result.

### BE WISE BUSINESS ACADEMY

260 D - #10 Research Drive  
Regina, SK S4S 7J7

### [bewiseacademy.ca](http://bewiseacademy.ca)

Visit the calendar on our website for upcoming program start dates.

