

# LEARNING OBJECTIVES:

The information provided in this publication is intended to help you:

- + Analyze an income statement.
- + Analyze a balance sheet.
- + Understand changes in financial positions.
- + Apply key financial ratios.
- + Evaluate your company's financial performance.
- + Compare your company's financial performance to industry benchmarks.
- + Make management decisions based on financials.
- + Apply credit management procedures.
- + Understand the business cycle.
- + Understand and determine what necessary general ledger accounts are needed for your business.
- + Manage your working capital and finances.
- + Apply concepts of inventory management.
- + Construct and use budgets.
- + Make cash flow projections.
- + Understand the principles of risk management.
- + Work effectively with your financial partners.
- + Understand lease vs. buy decisions.

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