

Business

Master business finance and strategy from the ground up

A clear, structured journey from financial fundamentals to high-level strategy. Learn real frameworks, master the numbers, and make smarter business decisions with confidence.

24 modules

What you'll learn

- ✓ Choose the right finance source for any situation
- ✓ Analyze business health using key financial ratios
- ✓ Lead teams through motivation and HR strategy
- ✓ Prepare and interpret final accounts with confidence
- ✓ Calculate break-even points and manage cash flow
- ✓ Apply strategic frameworks for sustainable growth

Syllabus

1 Sources of finance

Internal finance External equity finance Debt finance Other external sources Capital vs revenue expenditure
Choosing the right source (SPACED)

2 Final accounts

Statement of profit and loss Statement of financial position Depreciation

3 Financial ratios

Liquidity Current ratio Quick (acid-test) ratio Gross profit margin Return on capital employed (ROCE)

4 Costs and break-even

Types of costs Contribution and total costs Break-even analysis Cash flow

5 Human resources

Workforce planning Training and dismissals Motivation theories

6 Strategy and analysis

Mission, vision and strategy Growth and integration Analysis and decision tools

Who is it for?

Students, entrepreneurs, and professionals who need a complete, practical grasp of business finance and strategy.

Start today at capacita.paulovila.org

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