



DigitalCampus  
Powered by LRMG

Gordon Institute  
of Business Science  
University of Pretoria

# Business Development Online Short Course

Proudly South African  
online short course



**Your next step in financial confidence starts here.**

Learn to read and interpret financial statements, use performance measures, and apply practical analysis to make smarter business decisions. Build the financial fluency to contribute to growth, sustainability, and organisational success.

*From statements to strategy - get confident with the numbers.*

## Who should enroll?



Non-financial  
managers



Entrepreneurs and  
business owners



Professionals  
transitioning into  
finance-related roles



Aspiring managers  
and leaders



Professionals  
seeking career  
development

## Programme information

### Duration

6 weeks

### Learning commitment

6 hours per week

### Assessment

#### Certificate of Competence:

- **Formative Assessments:** Knowledge Assessment test per module
- **Summative Assessment:** Final integrated assessment

### Key components

**Delivery mode:** Online

**Learner support:** Student Success officer throughout learning journey

The course places a significant emphasis on strategic alignment, underscoring the vital connection between financial strategies and organisational performance. Using relevant and topical case studies, participants delve into real-world scenarios, applying theoretical concepts to practical situations. These case studies serve as a platform for in-depth discussions and reflection on strategy and performance measures, enabling participants to identify and leverage financial metrics to measure success.



## Course objectives

- Your next step in financial confidence starts here.
- Learn to read and interpret financial statements, use performance measures, and apply practical analysis to make smarter business decisions.
- Build the financial fluency to contribute to growth, sustainability, and organisational success.
- From statements to strategy - get confident with the numbers.



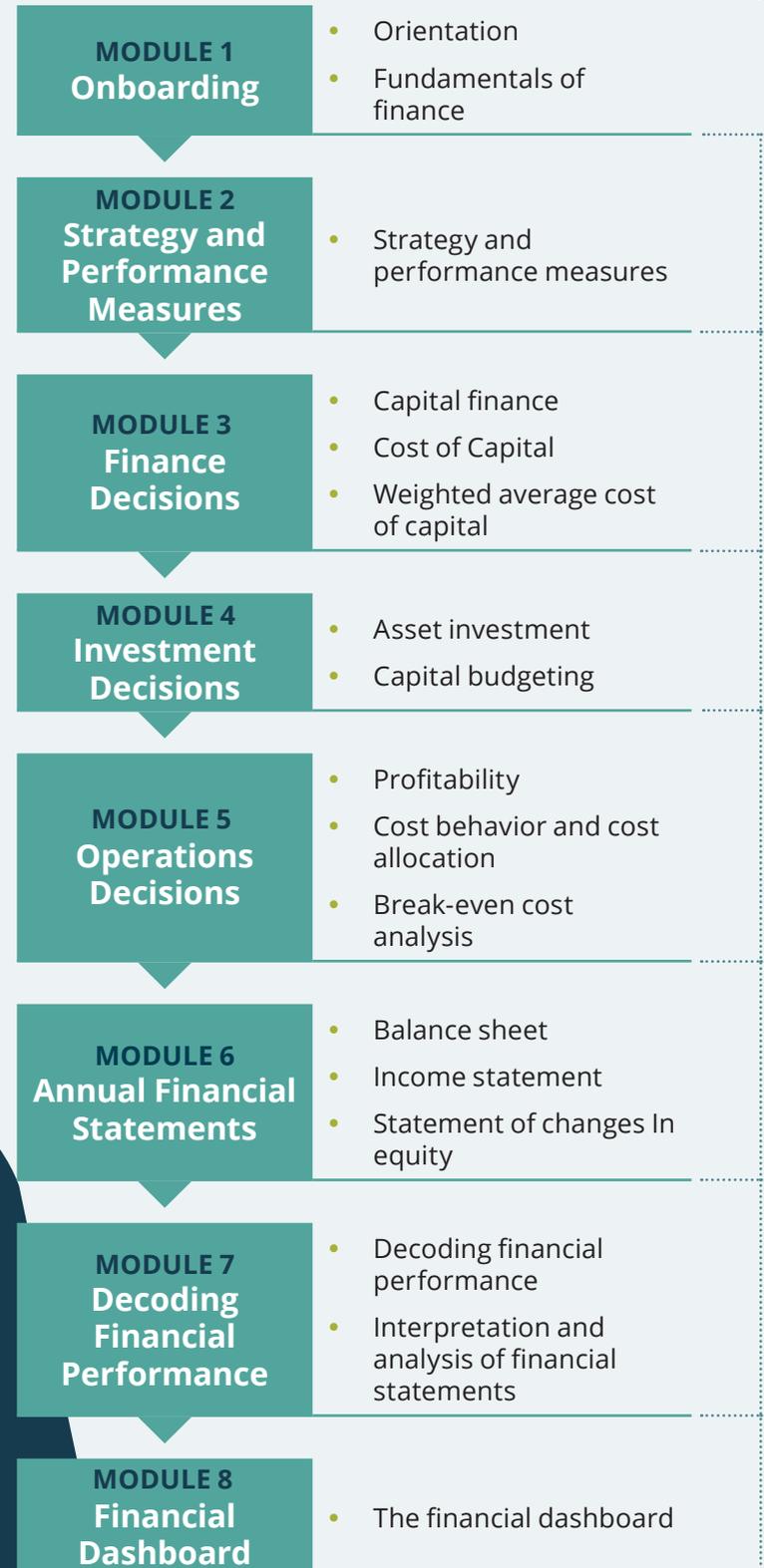
Contact us to register or to discuss in-house delivery options

**Let's connect.**

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digitalcampus.co.za

DigitalCampus is part of LRMG, which holds a certified AAA+ rating and is a Level 1 Contributor to B-BBEE as per the South African DTI's gazetted Codes of Good Practice.

## Journey overview



PRACTICAL APPLICATION