

# SUSTAINABLE ACADEMY

*By l'École de Management Appliqué*



## SEMINAR: FINANCE FOR ENTREPRENEURS

A focused seminar on the financial logic behind entrepreneurial decisions. Build the vocabulary and frameworks to read numbers, assess trade-offs and talk finance with confidence.

## LEARNING OBJECTIVES

1

Read and interpret the key financial indicators of an entrepreneurial project (costs, margins, cash flow) to inform decisions.

2

Compare options (pricing, investment, funding) by making the key trade-offs explicit, including economic, social and environmental considerations.

3

Build and defend a finance-based recommendation orally, using a short group case (discussion, objections, iteration).

4

Identify “hidden” impacts in financial reasoning (externalities, risks, dependencies) and factor them into responsible decision-making.

5

Collaborate on a short scenario exercise and justify a collective choice under constraints (budget, time, impact).



## START: 1ST JUNE 2026

ON SITE

24 hours

ONLINE

6 hours

ECTS

3

US CREDITS

2

## ENTRY REQUIREMENTS

- Be at least 18 years old.
- Hold a secondary education diploma (or equivalent).
- Meet any applicable residency or immigration requirements.