

- **EXERCISE 1: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 2: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 3: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 4: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 5: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 6: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 7: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 8: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 9: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 10: IDENTIFYING THE MAIN IDEA** (15 minutes)

EXERCISES TO FOLLOW

- **EXERCISE 11: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 12: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 13: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 14: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 15: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 16: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 17: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 18: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 19: IDENTIFYING THE MAIN IDEA** (15 minutes)
- **EXERCISE 20: IDENTIFYING THE MAIN IDEA** (15 minutes)

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- **EXERCISE 21: IDENTIFYING THE MAIN IDEA** (15 minutes)

- **EXERCISE 22: IDENTIFYING THE MAIN IDEA** (15 minutes)

• **PROFITABILITY & CASH FLOW** - A firm's ability to generate cash & profit over the long term is a key indicator of its financial health & sustainability.

• **DEBT & EQUITY FINANCING** - Understanding the mix of debt and equity financing is crucial for assessing risk and capital structure.

FINANCIAL STATEMENTS - The primary source of information about a company's financial performance and position, including the balance sheet, income statement, and cash flow statement.

ANALYSIS - The process of interpreting financial data to assess a company's performance and value.

FINANCIAL RATIO - A numerical value derived from financial statements, used to compare a company's performance to industry peers or historical trends.

FINANCIAL STATEMENT - A formal record of a company's financial activities over a specific period, including the balance sheet, income statement, and cash flow statement.

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