

Costing and Pricing

Course Objectives

- a) To consider the nature of costs, and the different approaches to calculating unit costs for public services
- b) To consider costs versus price, and understanding the difference between the two
- c) To understand the importance of the key drivers behind services costs, and how these can be utilised in cost control

Course Outline

9.30	Introductions
10.00	Nature of Costs <ul style="list-style-type: none">-Fixed costs-Variable costs-Controllable and Uncontrollable costs-Calculating unit costs- Exercise
11.00	Coffee
11.15	Costing Exercise continued
11.30	Pricing <ul style="list-style-type: none">-What is a price?-Internal pricing and External pricing-Relationship between cost and price-Price and competition-Exercise
12.30	Lunch
1.30	Cost Drivers <ul style="list-style-type: none">-Identifying cost drivers-Exercise
2.00	Cost Control <ul style="list-style-type: none">-Cost control techniques-Budgets and productivity-Variance analysis-Exercise
3.00	Coffee
3.15	Costing your own services <ul style="list-style-type: none">-Improving the process (discussion group)-Action Plan
4.00	Summary and Close