

An Introduction to Business Finance for Non-financial Specialists



Focus on: **The Manager** **The Specialist** **Spotlight Programme** **Hands-on Skills**

Course Overview

Every professional, regardless of their area of expertise, needs to understand & be able to use the fundamentals of accounting & finance in today's increasingly competitive world. This course provides an introduction to finance and accounting, assuming no prior knowledge of either. The course is designed to train the participants to develop the skills and knowledge required in support of their personal development as well as roles within their organizations.

Those attending will leave with a clear understanding of essential finance and accounting terminology and methods through practical examples, which will reinforce the principles and techniques outlined. They will also appreciate the importance of accounting and finance functions in relation to their connections with every part of the organization, including its suppliers, customers, shareholders, lenders, and society at large.

Key topics include:

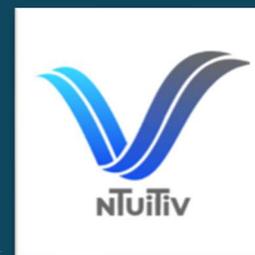
- Accounting principles & practices
- Preparation of financial statements (Income Statement, Balance Sheet, and Cash Flow Statements)
- Basic analysis & interpretation of financial statements
- Budgeting & costing for the company
- Accounting & finance glossary of terms

Course Objectives		This Course is Ideal For:	
1	Learn practical techniques to enhance their leadership skills	✓	Leaders at all levels
2	Understand the concepts behind accounting and finance	✓	Everyone needing to use accounting and/or financial information
3	Be able to apply accounting principles to understand the impact of their decisions on the organization's profit & loss statement.	✓	All Managers, Directors
4	Correctly perform financial analysis to enhance their decision-making accuracy	✓	Strategic & planning specialists
5	Have the knowledge & confidence to positively influence others	✓	All Leaders

Course Content

Day	Theme	Coverage
1	Accounting Fundamentals & Financial Statements	<ul style="list-style-type: none"> • What is accounting • What are the different rules? <ul style="list-style-type: none"> ○ IFRS vs. GAAP vs. Local • Accounting terminology

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		<ul style="list-style-type: none"> • What are the differences between Financial Accounting and Management Accounting? • Book Value vs. Market Value • Cash vs. Accrual accounting • 3 basic financial statements: <ul style="list-style-type: none"> ○ Income Statement: elements & purpose, Balance Sheet: elements & purpose, Cash Flow Statement: elements & purpose and the links between them • Key elements – Defined and Explained <ul style="list-style-type: none"> ○ Profit vs. cash, Assets – Current & Long-term, Liabilities – Current & Long-term, Working Capital, Net Worth vs. equity <p>Case Study: Review a global firm’s financial report & discuss</p>
2	Basic Evaluation of Financial Statements	<ul style="list-style-type: none"> • What is the difference between Accounting & Finance? • What is Finance? • Financial terminology • Basic Ratio Analysis: <ul style="list-style-type: none"> ○ Profitability, Liquidity, Operating, Leverage, Market • The Cash & Operating Cycles – why they are so important • Annual Reports vs. financial statements • Non-Cash deductions & their impact: <ul style="list-style-type: none"> ○ Depreciation, Amortization, Depletion <p>Case study: Evaluate a company based on its financial report</p>
3	Introduction to Costing	<ul style="list-style-type: none"> • What are the Costs of Production? <ul style="list-style-type: none"> ○ Fixed, Variable, Mixed, Marginal, Incremental, Total Costing • Inventory methods including: <ul style="list-style-type: none"> ○ FIFO; LIFO; Specific Identification, AVCO • Break-Even Analysis <ul style="list-style-type: none"> ○ Cash Break-even, Accounting Break-even, Financial Break-even <p>Case study: Determine the impact of changing costs on a company</p>
4	Introduction to Budgets & Forecasting	<ul style="list-style-type: none"> • What is the difference between Forecasting & Budgeting? • Basic forecasting techniques • The Benefits & Limitations of Budgets • The Essential Features of Budgets • Types of Budgets <ul style="list-style-type: none"> ○ Traditional or fixed, Flexible, Zero-based, Rolling, Activity-based • Comparing actual performance with the budget - Variance Analysis <p>Case study: Calculate budget variances & determine action plans</p>

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5	Practical Application of Finance	<ul style="list-style-type: none"> • Working capital <ul style="list-style-type: none"> ○ Components, Options, Zero working capital • Capital budgeting <ul style="list-style-type: none"> ▪ Assumptions, Tools to analyse NPV vs. IRR, PI vs. MIRR, EAC • Capital structure <ul style="list-style-type: none"> ▪ Debt vs. equity, Leverage, Operating, Financial <p>Case study: Analyse a firm's Working Capital, Capital Budget & Capital Structure</p>
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Course Assessment	Certification
<p>Participants will be assessed on:</p> <ul style="list-style-type: none"> Participation in sessions Completion of exercises & case studies Performance in assessments 	<p>Upon successful completion of the course, participants will receive a Certificate of Successful Completion, along with a Transcript of Marks showing the performance by grade in each element of assessment and overall.</p>

Course Instructor

The speaker holds an MBA and is a Chartered Management Consultant. He is a Consultant, Trainer, Author, and the Founder and Managing Director of a successful consulting & training firm based in California. He consults in: **Strategy:** Planning & Implementation; **Finance:** Modeling & Analysis; **Leadership:** Coaching & Development, and **S.T.E.P.:** Succession, Transition & Exit Planning.

The speaker is an internationally recognized trainer in these areas; he has worked with numerous blue chip organisations including ADNOC (United Arab Emirates), American Management Association (AMA); Apple, ARAMCO (Saudi Arabia), California Institute of International Business & Economics, Credit Suisse, Dell, Hilton Hotels, Institute for Supply Management (ISM), Mattel, PEMEX (México), PDO, (Oman), Promigas (Colombia) Reliance (India), TRW, UEM (Malaysia) & the University of Manchester (UK) amongst others.