

FINANCE FOR NON FINANCE PROFESSIONALS: Understand the business of your company & take the right decisions during an economic crisis

Scope

When relying on financial reports to make business decisions, employees without accounting & finance background may not be able to harness the right information from the reports. An understanding of the basis on which financial reports are prepared is vital as the language of business in every industry around the globe is rooted in the basic "accounting equation".

This seminar walks business professionals through basic accounting and finance and gives them the skills and confidence to speak the "language of business" like pros.

Learning Outcomes

Upon successful completion of the module, participants will be in a position to:

1. Understand the language and concepts of financial and management accounting as well as its application in the company's everyday practice;
2. Develop better communication skills and foster greater confidence in communicating with specialists;
3. Understand the performance metrics of the organization, read and use company reports and comprehend other managerial accounting aspects;
4. Use accounting information to make strategic decisions.

Who should attend?

This programme is designed for heads of divisions / functions, middle level managers and managers, who are new to the concepts of finance or those who wish to update their knowledge on basic finance and accounts.

Structure

The seminar is organized in two parts. The first part is designed to give the non-specialist a rapid appreciation of the fundamentals of finance and accounting as well as the impact of some crucial management decisions on the overall financial health of a business. The topics in the second part cover specific decision-making areas such as business planning, capital budgeting and working capital management.

Course Documentation

All delegates will receive comprehensive course documentation for future reference, including a CD-Rom containing the course exercises with solutions, as well as example spreadsheets.

Course Agenda

- I. Introduction to Macroeconomics
 - Determinants of the current financial crisis.
 - Theory of the possible solutions in order to exit a crisis.

- II. Introduction to accounting
 - The "Accounting Equation"
 - Definitions of Assets, Liabilities and Equity Accounts
 - The Nature of Double Entry Accounting
 - How "Accounts" are structured
 - The "Debits and Credits" of Accrual Accounting

- III. Understanding and analysis of financial statements
 - What information do the following convey – Balance Sheet,
 - Profit & Loss Statement and Cash Flow Statement.
 - Why is accounting profit different from cash flow?

- IV. Evaluating performance of organization
 - Ratio Analysis
 - Profitability
 - Efficiency
 - Solvency

- V. Elements of Budgeting
 - Overview of planning process
 - Inter-relationship of budgets
 - Use of budgets
 - Methods of budgeting
 - Relevance of assumptions
 - Checklist for budget preparation

- VI. Working capital Management
 - Working capital dynamics
 - Overview of Cash Flow
 - Cash Flow Forecast
 - Ways of improving cash

- VII. Capital investment decisions
 - Characteristics of capital budgeting techniques
 - Capital structure decision
 - Case study: Complete Company Valuation based on the DCF technique.