

# Finance for Non-Financial Managers

## Course Overview

Every manager needs to understand finance if they are to play an active role in helping their organization achieve its objectives. However, not every manager needs the same level of skill and understanding as specialist financial managers. A good knowledge of the key concepts of prudent financial management as modern financial accounting should equip all managers with the knowledge they require.

The course is focused on financial/investment decisions, and how the business firm is vitally affected by alternative financial strategies and plans, with enhancing corporate value being the overriding objective. Essentially, all issues are looked at within the context of a dynamic financial/business environment, spelling out the full intricacies of the decision-making process in the area of Finance.

## Course Outline

- Introduction to the difference between accounting and Finance
- Differentiating between cash basis and accrual basis of accounting
- Financial Statements, Analysis and Ratios
  - Major financial statements and accounting premises
  - Comprehensive financial analysis
  - Different types of ratios and their various uses as well as limitations
- The Four Types of Financial Statement
  - 1- Statement of financial position (The Balance Sheet)
    - The Basic Accounting Equation
    - Elements of Balance Sheet
    - Using the Balance Sheet Effectively
  - 2- Income Statement (Profit And Loss Accounting)
    - Elements of Profit & Loss Statement
    - Using Profit & Loss Effectively
    - Measuring Profitability
  - 3- Cash Flow Statement
    - Cash flow statement and its elements
    - Operating, financing, and investing activities
    - Applying the cash flow statement efficiently
  - 4- Statement of changes in equity (Statement of Retained Earnings)
    - Net profit or loss
    - Share capital issued
    - Dividend payments
    - Gains or losses

## **Learning Objectives**

After completing this course, participants will be able to:

- Deal with the financial aspects in a proper manner.
- Read and understand the content of the financial statements.
- Use the financials as a tool to well manage the business.

## **Who Should Attend**

- Non-financial managers in every functional area of responsibility in all industries.
- Those who wish for a better communication between financial and non-financial professionals.
- Those who are now or intend to become, at some point in their career, the manager in charge of a profit center in the company.

**Course Duration:** Three days from 9:00AM to 3:00PM

**Registration Deadline:** One week before the course date

## **Course Venue:**

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

## **Registration & Payment**

- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

## **For More Information**

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