

€ TRAINING

Finance for Non Financial Professionals



2 - 6 September 2024
Casablanca (Morocco)
New Hotel



Finance for Non Financial Professionals

REF: F1107 DATE: 2 - 6 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program equips participants with a comprehensive understanding of key financial statements and essential financial concepts. By integrating financial management principles with strategic decision-making, it empowers them to drive organizational success.

Program Objectives:

At the end of this program, participants will be able to:

- Define the four key financial statements: balance sheet, income statement, cash flow, and changes in owner equity as well as key financial terms.
- Interpret the financial health and condition of a company, division, or responsibility center and use financial information for management and evaluation.
- Define between accounting and finance and explain the finance role in running businesses.
- Prepare a company's operating budget and relate it to the organization's strategic objectives.
- Apply capital budgeting techniques and cost-volume-profit analysis to enhance decision making.

Targeted Audience:

- Managers.
- Supervisors.
- Financial analysts.
- Business owners.
- Department heads.
- Team leaders.
- Professionals involved in budgeting and financial planning.
- Employees seeking to enhance their financial understanding.

Program Outlines:

Unit 1:

The Key Financial Statements:

- Understanding the accounting cycle.
- The five main accounts in financial statements.
- Income statement: a tool for performance measurement.
- Accrual basis versus cash basis.
- Balance sheet and The balanced status.
- Statement of owners' equity, Statement of cash flows.
- External and internal auditors' responsibilities.

Unit 2:

Analysis of Financial Statements:

- Why are ratios useful?
- Horizontal and trend analysis.
- Vertical analysis: common size statements .
- Building blocks analysis and reading through the numbers.
- Liquidity ratios, Solvency ratios, Activity ratios, and Profitability ratios.
- Limitations of financial ratio analysis.

Unit 3:

Working Capital Management:

- Definition of working capital and working capital management.
- Working capital management strategies for current assets.
- Balancing profitability and liquidity.
- Working capital management strategies for current liabilities.
- The trade-off between profitability and certainty.

Unit 4:

The Concept of Financial Management:

- Accounting versus finance: rules and responsibilities.
- Three pillars of finance: Financing decisions, Investing decisions, Operating decisions.
- Understanding the role of financial management in business strategy.
- Integrating financial goals with overall organizational objectives.

Unit 5:

Breakeven Analysis and Decision Making:

- Defining fixed costs.
- Defining variable costs.
- Contribution margin formula.
- Computing breakeven point.
- Sensitivity analysis: changing assumptions.