



Finance for Non-Financial Professionals

4 – Days Workshop

“Over the past 5 years, this workshop has attracted over 500 participants”

Objective

In today's competitive business world, firms are under unprecedented pressure to deliver value to their shareholders and other key stakeholders. Senior executives are finding that they need some financial know-how to cope with the responsibility placed on them as decision-makers. Key financial skills are not as difficult to learn as many people believe, and in the hands of an experienced senior executive can provide a formidable competitive advantage.

Decisions made without properly understanding the financial implications may lead to reduced profits (or even losses) and a reduction in shareholders' value.

Build your capability and confidence to use financial data to make better-informed decisions. We demystify finance and accounting in an accessible and relatable way, giving you the basic foundation needed to lead and manage your organization with confidence. Through an engaging combination of practical examples, humor and real-life experiences, you'll gain invaluable skills in financial decision-making, evaluating investment proposals, understanding financial reports, budgeting and costing.

Key Benefits of Attending

- Understand key financial and costing terms.
- Make sense of financial reports.
- Measure financial performance.
- Understand core concepts for financing your business.
- Undertake financial planning and budgeting.
- Evaluate investment proposals.
- Evaluate pricing decisions.
- Understand the role of business finance in formulating and implementing competitive strategy.
- Raise financial awareness and make more effective decisions.



Who is this workshop for?

- Directors, managers or anyone who uses financial information in the course of their work.
- Managers and professionals with little or no formal financial training.
- Executives seeking to improve their knowledge of accounting and financial management.
- Managers who need to understand the financial implications of every day decision making.
- Managers who need to increase profitability and performance of their business.

Workshop Syllabus

UNDERSTANDING THE BASICS

- Forms of Organizations – Business, Legal, and Accounting.
- Basic Definitions.
- Financial Accounting Structure – Conceptual Framework.
- IFRS.
- Business Activities.
- Titles & Professional Certificates.
- Basic Accounting Equation.
- Chart of Accounts (COA).

CORPORATE FINANCIAL REPORTING

- Annual Report and Components.
- Financial Statements.
- Independent Auditor Report.
- Components of Balance Sheet and Income (P&L) Statements.
- Cash Flow Statement.
- Financial Statements Reporting Structure.
- Known Financial Management Practices.



FINANCIAL STATEMENTS ANALYSIS

- Time Series Analysis & Peers Review.
- Ratio and Percentage Analysis.
- Vertical Analysis and Examples.
- Profitability Ratios.
- Liquidity Ratios.
- Activity Ratios.
- Solvency and Equity Position.
- Market Tests.
- Quality of Income.
- Interpretation of Ratios.

PRINCIPLES OF COST ACCOUNTING

- Need for Cost Accounting.
- Manufacturing Process.
- Responsibility Accounting.
- Cost Accounting vs. Financial and Managerial Accounting.
- Inventories and COGS.
- Cost Types.
- Elements and Flow of Manufacturing Costs.
- Prime Costs & Conversion Costs.
- Cost Accounting Systems: Job Costing, Process Costing, Standard Costing.

BUSINESS MASTER BUDGET

- Preface and Budget Related Issues.
- Budget Advantages.
- Budgeting Cycle.
- Master Budget Components.
- Operating Budget Full Example (Budgeted Income Statement and Components).



DEBT VS EQUITY FINANCING

- Equity Financing: Pros & Cons.
- Debt Financing: Pros & Cons.

COMPANY WACC

- Weighted Average Cost of Capital.
- WACC Formula.
- WACC Calculation Example.

DISCOUNTED CASH FLOW ANALYSIS (DCF)

- Net Present Value (NPV).
- Internal Rate of Return (IRR).
- NPV Example.

COST/VOLUME/PROFIT ANALYSIS (CVP)

- Breakeven Point (BP) Analysis, Abbreviations, and Examples.
- BP Equation Method.
- BP Contribution Margin Method.
- Target Operating Income.



What You Get?

- Training is held in our modern, comfortable, air-conditioned suites.
- Life time access to a qualified, seasoned and well-versed trainer.
- In-Course handbook that contains the presentation material.
- Lunch/Snacks per day, Refreshments are available throughout the workshop time.

Duration, Time, Breaks

- Workshop duration is 4 days, 16 hours.
- Starts at 4:30 pm each day till 8:30 pm.
- Break is for 20 minutes.
- QFD conducts FNF workshops one time on a monthly basis.