

Finance for Non-Financial Managers

Objectives:

By the end of this course, you will be able to:

- Understand basic accounting principles and terminology
- Determine the nature and objectives of financial management
- Define accounting as an information system.
- Understand the process of finance and investment decision making
- Analyze enterprise's liquidity, profitability and activity strength
- Identify uses and limitations of financial information

Contents:

Day 1

- What is accounting
- **The Importance of Accounts**
 - Why are accounts needed?
- Basic accounting equation
- General rules of accounting
- Accounting process
- Overview of financial statements
- **Balance sheet**
 - Typical layout of a Balance Sheet
 - Fixed assets
 - Current assets
 - Creditors (Due within one year)
 - Creditors (Do after more than one year)
 - Net current assets
 - Share Capital
- **Profit and Loss Statement**
 - Typical layout of a Profit and Loss Account
 - Revenue/Sales income
 - Cost of goods sold
 - Gross profit
 - Overheads
 - Depreciation
 - Profit before interest and tax/operating profit
 - Interest earned and interest paid
 - Profit before tax
 - Taxation



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- Profit after tax
- Dividends
- Retained profit
- **Managing Money**
 - Where did the money come from?
 - Where did the money go to?
 - Cash flow statement
- Group exercises on financial statements

Day 2

- Introduction to financial statement analysis
- Benefits of ratios
- Liquidity analysis
- Profitability analysis
- Limitations of financial information
- Group exercises on financial statements

Day3

Implementation and Practical Cases

Target Group:

Language:

- The materials for the trainees will be in English.
- The language of instruction will be in Arabic / English.