
Finance for Non-Financial Managers

Program Overview

The Course will give the participants with full review of the content of major financial statements; balance sheet, Income statement, cash flow statement; the course examines the financial strengths, ratios, inventories, long-lived assets, income taxes, debt, leases, and pensions.

Participants will learn how to analyze the financial strengths and weaknesses of a firm and decide on its short-term future financing and investment needs and will be exposed to a comprehensive financial statement analysis and valuation framework that integrates strategy, financial analysis and valuation, application of this framework and tools to fundamental analysis, and the role of intermediaries that use these tools in capital markets.

Content

The course will introduce participants to the basic tools used by finance and investment professionals. Fundamental analysis includes developing a thorough understanding of an industry, Investment analysis develops the concepts and tools needed to analyse and value various publicly traded securities including how companies make money as well as how stocks are valued within the industry.

Key Benefits

This course helps students understand how firms communicate through financial statements. They learn how to:

- Use financial statement analysis as an integral part of the strategic analysis of firms;
- Interpret financial statements, analyse cash flows, make judgments about earnings quality and uncover hidden assets and liabilities;
- Apply financial statement analysis prospectively to forecast and value firms by applying modern accounting-based technologies.
- Appraising projects and using capital budgeting techniques effectively

Participants are also exposed to the latest research on fundamental analysis. The course has a very practical emphasis, with a wide variety of cases, in-class exercises and a group project, all involving comprehensive analyses of publicly traded companies.

The main outlines for the 6 knowledge areas of this program are as follows:

- **Fundamentals of finance**
 - Accounting Vs. Finance
 - Cash Flow role in corporations

- **Basics of Financial markets**
 - The Main role of financial markets
 - Main players
 - The Importance of financial markets
 - Financial institutions

- **Financial Statements, Analysis and Ratios**
 - Major financial statements
 - Comprehensive financial analysis focusing
 - The Structure and Interrelationship of Financial Statements
 - Foundations of Ratio and Financial Analysis
 - Management's Point of View
 - Operational Analysis
 - Profitability
 - Owners 'Point of View
 - Investment Return
 - Disposition of Earnings
 - Per Share Analysis
 - Lenders 'Point of View
 - Liquidity
 - Financial Leverage
 - Debt Service

- **Financial Planning**
 - Financial Planning and financing requirements
 - Budgeting
 - Pro-forma Financial Statements

- **Financing Decisions**
 - Short-Term Debt—Balancing Working Capital Needs
 - Capital structure and cost of capital
 - Long-Term Debt
 - The overall weighted cost of capital “WACC”
 - Dividend Policy

- **Long-Term Investment Decisions (Capital Budgeting)**
 - Types and motives of investments
 - Cash flows
 - Determination of relevant cash flows in LT investments
 - Capital budgeting techniques for different investment settings
 - Discounted cash flow measures (PBP, NPV, IRR and PI)

Participants Profile

Finance for Non-Financial Managers was designed to provide managers at any level who have a non-financial background a full overview of topics like financial statements, analysis, planning and financial decisions as well as the basic tools used by finance and investment professionals.

Instructors Profile

The Finance for Non-Financial Managers is conducted by experts in the field of finance with many years of experience at the highest level in financial institutions both locally and internationally.

Practical Information

Location: Regional IT Institute Premises

Duration: 16 hours

Schedule: Twice a week from 18:00 to 22:00

Registration Requirements: Registration, university graduation certificate, copy of ID and 2 photos