

Course Syllabus

Finance For Non-Financial Managers

Enhance your financial contribution to your organization!

A firm groundwork of financial awareness and knowledge is crucial for the growth of any organization. This course will transform your non-existent financial and accounting concepts into thriving and rewarding tools. Grasp a deeper comprehension of the basic yet widely used financial terms essential for the growth of your business as well as the individuals who attend the course in the financial field. Additionally, the participants can improve their interdepartmental communication with financial professionals. Furthermore, this course is framed with practical and experimental activities to strengthen your understanding by the end.

Course Description

This course focuses on basic financial knowledge required for starting and operating startups for managers who did not major in finance. Over the course, you will work your way through a series of six modules that will help you understand key financial principles and how to apply them in your business. From basic financial terminology to key concepts, this course is designed to help you make informed decisions to improve the financial health of your business. The participant does not need to require any prior knowledge neither in finance nor in accounting.

Why choose this course?

Aside from assisting you in understanding the financial terminology and jargon, this course is proposed to benefit you with precise knowledge of basic financial concepts and the practical application of them. After helping you understand the information presented in financial statements, you can assess your company's financial health. With a roadmap of financial modeling and budget planning, you will identify key factors included in the financial analysis to make decisions and drive financial growth.

- Precise knowledge of basic financial concepts and the practical application of them.
- Understand and distinguish the information presented in financial statements.
- Identify key factors included in the financial analysis to drive financial growth.
- Assess the company's financial health and performance using financial statements.
- Provide participants with a roadmap of financial modeling and budget planning.
- Increase awareness of making financial decisions.

Who Can Attend?

The course would be extremely helpful for managers, officials in various administrative departments, or entrepreneurs who need to understand financial principles with no prior knowledge in finance. Anyone who needs to make decisions and evaluate projects to succeed in driving growth in the organization can participate.

Learning Outcomes

- Understand financial accounting and its cycle.
- Differentiate and interpret fundamental financial statements such as balance sheets, income statements, and cash flow statements.
- Develop an understanding of Return on Investment and budget processing.
- Develop an awareness of how to use financial tools for making decisions.
- Practice and perform a quick financial analysis and break-even analysis.
- Learn to use financial ratios as an indicator of the future of your company.
- Get a better idea of how to plan strategic financing for your startup.

Course Outline

The six modules included are the chosen aspects of finance from a non-financial perspective.

1. Introduction to finance and accounting
 - Basic financial terminology
 - Accounting equation
 - Types of financial accounting: assets, liabilities, and expenses.
 - Gross profit
2. Fundamental Financial Statements
 - Balance sheets
 - Cash flow statements
 - Income and expenditure statements
 - Comprehensive income statements
 - Profit and loss statements
3. Financial analysis
 - Financial ratios: liquidity, solvency, and activity.
 - Calculation of formulae
 - Annual VS monthly ratios
 - Lender VS equity investor
 - Risk & rewards rule
4. Working capital management
 - Cash collection cycle
 - Inventory cycle
 - Receivables and payables
 - Debt
5. Budgeting and sources of funding
 - Budgeting process
 - Types of budgeting
 - Approaches to budgets
 - Funding and sources

- Return on Investment

6. Financial modeling and planning

- Basic financial models
- Financial decisions
- Break-even analysis