

# Fundamentals of Finance and Accounting for Non- Financial Managers

Get essential finance skills in 3 Days



# Fundamentals of Finance and Accounting

## for Non-Financial Managers

### It's time to master the numbers side of your job! Get essential finance skills in 3 Days

Can you **demonstrate your value and ROI** to your boss? Are you able to interpret financial reports and **make decisions based on the data** they provide? Can you draft an **accurate budget**? Can you justify your ideas in real money terms? You didn't get to this point in your career only to be held back by weak financial skills. How many times have you been sitting in a meeting with the Finance Team and you don't understand a lot of the financial jargon? Or maybe it is really to defend your budget?

This programme for non-financial managers makes the basics of finance accessible to anyone in just 3 days. The programme covers:

- Write your own ticket – play a role in setting financial goals and measuring performance – you'll be a greater asset to your organization
- Learn the basics in 3 days and become the one in the room who can use data to their advantage
- Master "the ask" – when you ask for money for your department, it's a huge advantage to be able to use finance to state your case and support your recommendation
- Make smarter decisions – learn to interpret financial reports and make decisions based on the data they provide
- Measure your progress – through pre- and post-assessments, you'll be able to see how much you have learned

### Who should attend?

This programme is designed for non-financial managers in every functional area of responsibility in all industries.

Note: Please bring a copy of your annual report (if available).

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

**"An investment in knowledge  
always pays the best interest."**

*Benjamin Franklin*

# How you will benefit

## How will you benefit?

After taking this programme, you will be able to:

- Get a better understanding of the numbers side of your job
- Learn how to “think finance” and translate performance into financial terms
- Develop proactive working relationships with finance professionals and increase your value to the organization
- Gain greater confidence with a working knowledge of business financials
- Understand the business dynamics of cash - and take initiatives that meet your short- and long-term goals
- Take the guesswork out of your decision making and use financial data to deliver a better bottom line
- Expand your professional expertise - and your career opportunities
- **Network and learn from a diverse group of peers from different functions, industries and countries**
- **Develop a personal action plan to implement back at work**
- **Learn and practice finance skills using real life examples**

## Why is this programme different?

- The programme is facilitated by an experienced business person who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you!
  - You will get intensive feedback from your facilitator and a multi-cultural group of participants
  - You will bring your own financial challenges to the programme and these will be addressed in the programme with solutions and input from the whole group
  - You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager

“The instructor did a great job of framing up the topics and repeating the important parts to keep things fresh in your mind. The instructor also provided real business examples to keep things relevant.”

*Melissa T*

# What will you learn and practise?

This 3 day programme is highly interactive. Here are the main highlights:

## Basic Accounting Concepts

- The Importance of the Accounting Equation
- The Accrual Process
- The Difference Between Accounting Profit and Cash Flow

## Understanding Financial Statements

- Understand the Purpose of and Terminology Associated with the Following Financial Statements:
  - Income Statement or Profit and Loss Statement (P&L)
  - Balance Sheet
  - Statement of Retained Earnings
  - Cash Flow Statement
- Prepare a Set of Simple Financial Statements
- Understand the Accounting Process, from the Recording of Business Transactions to the Preparation of Financial Statements
- Understand How Various Business Transactions Affect the Financial Statements

## Reviewing an Annual Report

- Various Components of an Annual Report
- Importance of Notes in Evaluating Financial Statements
- External Auditor's Role and the Significance of the Opinion Letter

## Evaluating a Company's Financial Statements

- Calculate the Key Financial Ratios Using the Financial Statements
- Use Financial Ratios to Evaluate:
  - An Organization's Liquidity, Leverage and Profitability
  - The Performance of an Organization as Compared to Its Competitors'
  - An Organization's Performance Compared with Budgeted Goals
- Identify Sources of Financial Information Beyond the Financial Statements
- Use the Dupont Formula to Evaluate Management Performance
- Use the Concept of Economic Value Added (EVA(R)) and Cash Flow Return on Investment (CFROI) to Determine if a Segment of an Organization Is Adding Value to the Business

## Improving Profitability Through Cost Analysis and Profit Planning

- Differentiate Between Fixed and Variable Costs
- Help Your Organization Improve Profitability Through the Use of:
  - Break-Even Analysis
  - Contribution Margin Analysis
  - Direct Costing in Appropriate Situations
- Understand Traditional Cost Accounting and Its Limitations
- Understand the Relevance of Activity-Based Costing in Today's Business Environment

## Capital Expenditure Analysis

- Distinguish Between Capital Expenditure Budgets and Operating Budgets and Understand the Function of the Capital Budget
- Understand Why Cash Has a Time Value
- Recognize and Apply Different Methods of Evaluating Capital Expenditure and Monitoring Project Performance

## Budgeting More Effectively

- Understand the Role of Budgeting and Issues That Budgets Can Solve
- Understand the Budgeting Process
- Identify Different Types of Budgeting Systems in Use Today
- Analyze Budgets for Different Purposes
- Recognize and Apply Different Methods of Evaluating and Monitoring Operating Performance

## Booking details

 <b>Duration</b>	<b>3 Days</b>
 <b>Type</b>	<b>Classroom</b>
 <b>Price</b>	<b>€2950</b>



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

 **Register Now**

-  **+32 (0)2 543 21 20**
-  **registration@mce.eu**
-  **www.mce.eu**