

MANAGEMENT DEVELOPMENT PROGRAMMES

FINANCE

- Course Title** : **FINANCE & ACCOUNTING FOR THE NON-FINANCIAL MANAGER**
- Course Code** : Fin: F&A4NFM
- Course Overview** : Finance and Accounting for the Non-Financial Manager provides a rock-solid foundation in the core language and principles of financial analysis and decision making. In a straightforward and easy-to-understand manner, the course covers the essential concepts of how financial data is generated, reported, and used – including terminology and principles, financial statements, distinctions between income and cash flow, and valuation. Participants will learn how to become a more discerning reader of financial information and gain a practical understanding of how financial data is used to make business decisions or evaluate an organisation’s past, present, and future performance.
- Target Audience** : This “fundamentals” course is an excellent foundation for anyone new to financial concepts and techniques or for any executive who wants to update his or her knowledge of basic finance and accounting. It is particularly applicable to individuals whose backgrounds are in creative, scientific, or technical fields.
- Selected Session Topics** :
- **Accounting terminology and underlying concepts**
 - **The role of various financial statements**
 - **Distinguishing income from cash flow**
 - **The accounting process**
 - **The quality of earnings**
 - **Financial decision making**
 - **Analysis of financial reports**
 - **Approaches to valuation**
- Key Take-Away** :
- Learn to adeptly read and assess financial statements.
 - Understand how the numbers are generated, how they can be manipulated, and which ones to rely on for making informed decisions.
 - Become familiar with the different types of financial reports, cash flow, and investment analyses.
 - Understand the core financial tools used to evaluate business opportunities, assess financial risks, and communicate your ideas to others.
 - Gain exposure to diverse financial approaches, including methods of valuation and ways to use hedging and derivatives to reduce risk exposure.
 - Learn how to assess company or division performance by interpreting financial data intelligently.

