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# Accounting & Finance for Non-Financial Professionals

## INTRODUCTION

- Do you ever get the feeling that finance professionals are speaking a completely different language to everyone else in your business? Well, you can rest assured that you are not the only one. In fact, Accounting and Finance for Non-Financial Professionals training course has been developed for precisely this reason. No one in business will succeed if they are not financially literate – and no business will succeed without financially-literate people.
- Success in financial management goes by the internationally recognised name Accounting and Finance for Non-Financial Professionals, and is considered as a must for anyone taking up employment in business or administration. It is designed to give delegates a great grounding in accounting and how it can contribute to effective management through using accounting and finance information in supporting financial analysis, valuation, and decision making in various contexts.

During this comprehensive training course Accounting and Finance for Non-Financial Professionals, delegates will enrich their understanding of two main set of knowledge and skills:

- Knowledge Outcome – You will be able to cultivate knowledge about sources, uses and management of finance and how accounting is used for planning, control, decision making.
- Intellectual / Transferable Skills – You will be able to describe sources and uses of finance and prepare and analyse information for management decisions to maintain the financial sustainability of the business.

## PROGRAMME OBJECTIVES

Accounting and Finance for Non-Financial Professionals training course gives delegates a sound understanding of financial reports, measures and techniques to make them even more effective in their roles. It will enable delegates to:

- Overcome the barrier of the accountants' strange language
- Improve their understanding of your organization's finance function
- Understanding the content of, and relationships between, primary financial statements (income statement and balance sheet)
- Radically improving their planning, controlling and budgeting skills
- Be much more aware of the impact of their decisions on the performance of your organization
- Identifying the main sources of finance available to a business
- Identifying the main elements of working capital
- Using comparative ratio analysis to pinpoint areas of concern

## WHO SHOULD ATTEND?

The Accounting and Finance for Non-Financial Professionals training course is suitable to a wide range of audience, especially:

- Non-Financial Managers
- Heads of Departments
- Accounts Administrators and Assistants
- New Accounting Staff
- Non-Financial Executives
- Other related staff who need Accounting knowledge

## TRAINING METHODOLOGY

- This Accounting and Finance for Non-Financial Professionals training course will combine presentations with interactive practical exercises, supported by visual materials, activities, discussions and examples. Delegates will be encouraged to participate actively in relating the principles of accounting and finance and their implications on the financial performance to the particular needs of their workplace.
- Relevant case studies will be provided to illustrate the application of each concept in an operating environment. Each learning point will be reinforced with practical exercises. Advanced analytical concepts are minimized wherever possible and presented in a visual way that is easy to understand with examples demonstrated.
- In addition, active participation by all delegates through a combination of direct instruction, analysis and evaluation of practical case studies, examples and exercises to illustrate application of the standards as well as current and future issues and other "real life" examples will be encouraged.

## PROGRAMME SUMMARY

- This training course – Accounting and Finance for Non-Financial Professionals – introduces delegates to the essential knowledge and skills in Accounting and Finance that they will need as professionals, considering that they are general business learners – not financial managers.
- This Accounting & Finance for Non-Financial Professionals training course will develop learning in stages; starting from familiar ideas about money and business, it moves through internal Accounting issues like budgets then show the key ideas in financial statements, giving an overview of the sources and uses of Finance required for a sustainable organization. Finally, introducing some basis financial ratios that are crucial in making financial and credit decisions.

## PROGRAM OUTLINE

### Introduction to Accounting and Finance

- What are accounting and finance
- How are the users of accounting information?
- Why do I need to know anything about accounting and finance?
- Accounting as information system
- Financial accounting and management accounting
- How is business managed?
- What needs to be accounted for in the context of a business model?
- Key accounting concepts
- Assets, liabilities and equity
- Accounting equation
- How does the value of capital change
- The Accounting cycle
- Accounting Policies and Underlying Assumptions
- Examples, Problems and Illustrative Case Studies

### Measuring and Reporting Financial Position and Financial Performance

- The major financial statements- an overview
- The statement of financial position (balance sheet)
- Current assets and liabilities
- Inventory / Stock
- Receivables
- Payables
- Non-current assets
- Property, plant and equipment
- Depreciation
- Intangible assets
- Patents and licences
- Goodwill (introduction to group accounts)
- Amortisation and impairment
- Income Statement (the Statement of Financial Performance)
- Recognizing revenue

## Planning and Controlling - Costing and Budgeting

- Understanding cost structure and behaviour
- Costs as a relationship to outputs – cost / volume / price relationship
- Fixed costs vs variable costs
- The concept of contribution margin
- Break-even analysis for planning and control
- Nature and purpose of budgets for planning and control
- Types of budgets and budgeting
- Budgetary control and variance analysis

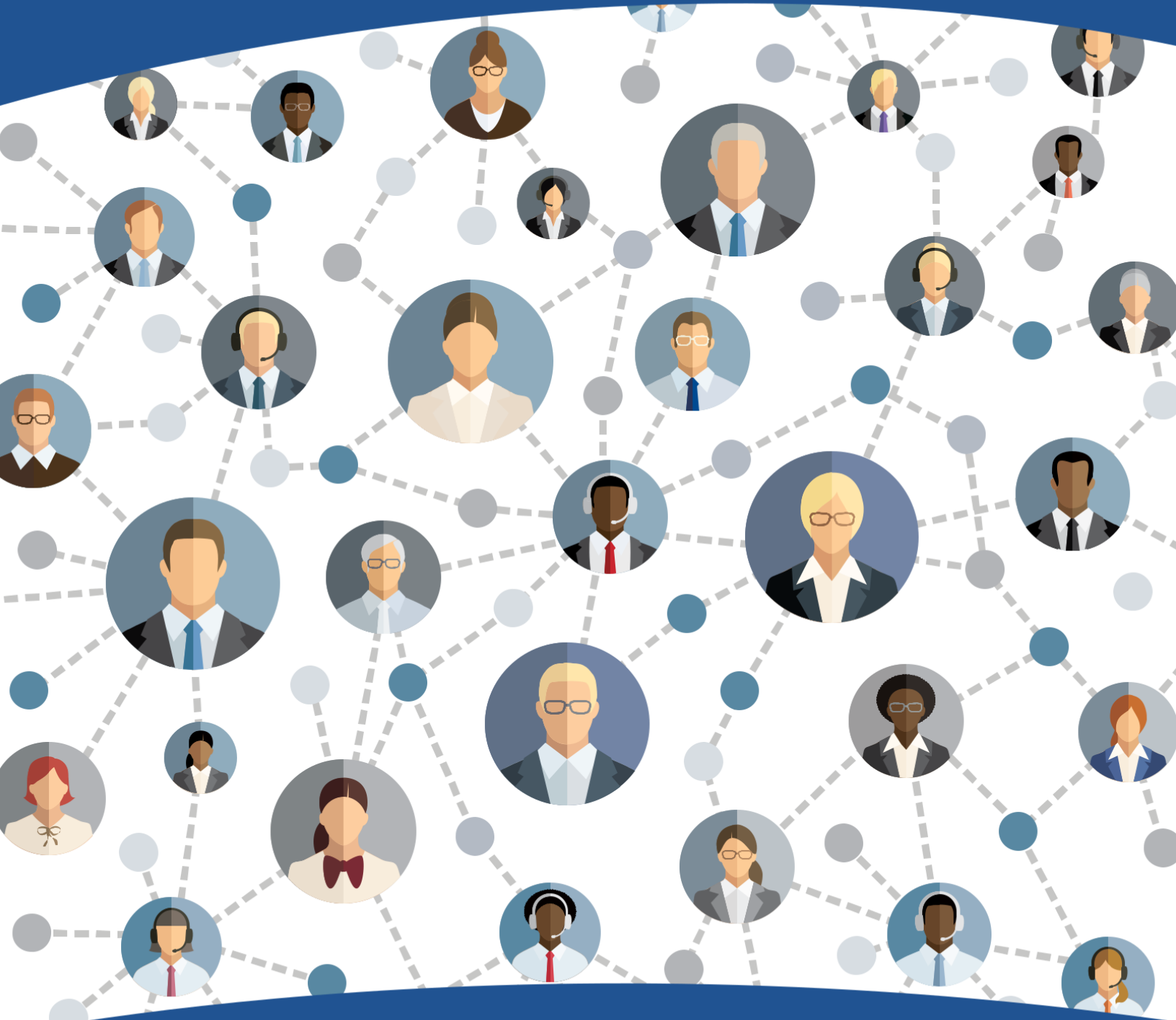
## Financing a Business and Making Investment Decisions

- Source of finance
  - Sources of internal finance
  - Sources of external finance
- Long-term vs short-term borrowing
- Financing decisions
- Debt vs equity
- Types of share and share issues
- The nature of investment decisions
- Investment appraisal methods
- Accounting rate of return (ARR)
- Payback period (PP)
- Net present value (NPV)
- Why NPV is better
- Internal rate of return (IRR)
- Examples, Problems and Illustrative Case Studies

## Accounting Information and Financial Analysis

- Identifying key success factors in an industry sector
- The analysis framework
- Profitability
- Growth
- Margins
- Earnings per share
- Efficiency
- Working Capital Days
- Cash Cycle
- Short Term Financing
- Return Ratios
- Liquidity
- Current Ratio
- Quick Ratio
- Interest Cover
- Solvency

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