

GULF INSTITUTE



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Mastering Finance and Accounting

INTRODUCTION

- There are many decisions made in business which have an impact upon financial performance, therefore, understanding the exact financial outcomes of such decisions are vital for every business professional. Finance is a core process / function in business which requires your attention, whether or not you are a financial, or non-financial, professional. Accounting is the language of business; understanding and applying this language to your business in general remains the single most valuable competence of management. Prepare yourself by enhancing your personal competence in identifying best practices in finance and in accounting.

Participants will develop the following competencies:

- Better understand the link between profit, assets and cash
- Develop skills to better manage the finance function within an organisation
- Make better financial decisions using improved analytical skills
- Draw upon a wider range of useful and proven financial tools

PROGRAMME OBJECTIVES

The Mastering Finance and Accounting training course aims to enable participants to achieve the following objectives:

- Identify the relationships between, financial statements (income statement, balance sheet, and statement of cash flows)
- Recognise the key measures in managing financial performance
- Utilise financial statements to evaluate the financial / strategic performance of an organisation
- Apply the correct tools to evaluate future investment opportunities
- Manage the funding of the business in the most efficient and effective manner
- Recognise the part Financial Management plays in the overall Business Strategy

WHO SHOULD ATTEND?

- Financial and non-financial professionals who wish to test their high performance and high potential knowledge, skills and attitudes with other similar individuals
- Anyone who wishes to reinforce their knowledge of financial functions / processes and who requires a more integrative financial view

TRAINING METHODOLOGY

- The Mastering Finance and Accounting training course will combine presentations with interactive practical exercises, supported by video materials, activities and case studies where applicable. Participants will be encouraged to participate actively in relating the principles of finance and accounting to the particular needs of their workplace.

PROGRAMME SUMMARY

- This training course covers essential financial and accounting skills and will assist the participants in providing a more comprehensive input within the workplace. Participants will leave the course with an increased knowledge base in the areas of both finance and accounting, and will be encouraged to take a more enquiring approach when examining financial data.

PROGRAM OUTLINE

Managing Profits and Funding

- The role of financial management – CFO, Treasurer, and Controller
- The need for Financial Information
- Sources of Financial Information
- Creating and managing the Income Statement
- Creating and managing the Balance Sheet
- Financial Statements and footnotes

Cash Flow and Cash Management

- The importance of cash-flow
- Managing the Cash 'gap'
- Causes and effects upon cash of the 2008 Credit Crisis
- Money Instruments
- Using Microsoft Excel's Solver to manage cash-flow
- Identifying Key Financial Ratios

Measuring and Managing Financial Performance

- Why Return on Capital Employed is so important
- Marginal Performance Improvement – How small changes can create big gains
- Managing Working Capital
- Measuring Corporate Valuation
- Using tools like the Altman Z Score to measure Financial Health
- Accounting Principles, Auditing and Corporate Governance

Financial Strategy and Balancing the Scorecard

- Taking a strategic financial approach
- Vision, Mission, and Objectives from a Financial Perspective
- Creating cascading financial objectives
- Balancing the Scorecard
- How business culture impacts financial performance
- Cost Models

Capital Projects and Managing Funding

- Net Present Value and Internal Rate of Return
- Balancing Debt and Equity
- Weighted Average Cost of Capital
- Investment Screening Criteria
- Capital Asset Pricing Model
- EVA ... the advantages and disadvantages

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