



Knowledge Seekers UK

Finance for Non-Finance Professionals



02nd - 06th September 2024

Thistle London Marble Arch

London - UK



Course Overview

This interactive Finance for Non-Finance Professionals training course will demonstrate how finance functions in today's fast and dynamic business environment. For any business, profitability, liquidity, and financial structure are crucial for sustained success and competitiveness. These three elements will be thoroughly explored and developed across all business activities.

Participants will learn about the accounting processes involved in recording and reporting business transactions, which are then summarized in periodic financial reports in compliance with statutory requirements. Additionally, the course will cover how various user groups analyze these financial reports.

The course will also emphasize the importance of management accounting for business survival and success. It will illustrate how budgeting can control costs and enhance profitability and will introduce tools and techniques for evaluating new investment projects. This training will provide a comprehensive understanding of the business from both financial and strategic perspectives, highlighting how business decisions impact corporate profitability.

Course Objective

- Explain the nature and role of financial statements and their interpretation
- Use the language of accounting and finance to communicate effectively with financial professionals
- Review the financial performance and financial position of an organization using the appropriate financial ratios and break-even analysis techniques
- Use budgetary control to compare actual against planned performance and to identify corrective actions
- Evaluate investment projects using DCF and other appraisal methods

Training Methodology

This dynamic training course is highly-interactive and encourages delegate' participation. The course will include presentation lectures by speakers, panel discussions, practical talks, videos, case studies, and breakout sessions designed to reinforce new skills. The comprehensive course agenda has been designed to be practical, easy to use, and facilitate learning.

Who is right for this Course?

- Sales and marketing executives
- Supply-stream professionals
- Project professionals
- Internal auditors
- Any non-financial professionals who are required to read, interpret, and contribute to business financial reports
- Senior professionals of manufacturing, marketing, engineering
- Human resources professionals
- Legal professionals
- Executive professionals who are involved with development of long-term customers, suppliers, outsourcing partners, and other global strategic alliances
- Consultants who work with professionals and executives, to support improvements to operational and financial processes



Course Outline

The Business & Financial Environment

- The business environment
- The role of financial management
- Developing a strategic financial plan
- The role & purpose of financial & management accounting
- Accounting conventions, policies & International Financial Reporting Standards (IFRS)
- The executive's role in corporate governance

Financial Statements & Financial Analysis for Executive Decision Making

- Corporate financial information: - Internal & external
- The key elements of published annual financial reports
- Financial statements analysis to evaluate financial performance to improve liquidity, profitability, & efficiency
- Working capital management
- Cash flow statements and calculating free cash flow
- Predicting business failure with ratios and other key indicators

Strategic Financial Decision Making

- Financing the business – Why and when?
- Financing principles, short-term vs. long-term, debt vs. Equity
- Sources and types of finance
- Determining the cost of long-term finance - The cost of capital models:
 - ✓ Cost of Equity (Ke) – *Dividend Valuation Model*
 - ✓ Cost of Equity (Ke) - *Capital Asset Pricing Model*
 - ✓ Cost of Debt (Kd)
 - ✓ Weighted Average Cost of Capital (WACC)
- Review of external growth strategies: Mergers, acquisitions and joint ventures
- Review of restructuring strategies: Demergers, spin-offs, unbundling, MBO, MBI, BIMBO

The Executives Role in Capital Investment

- The capital investment process
- Basic appraisal techniques – *ARR and Payback*
- Why you should consider the time value of money?
- Discounted cash flow appraisal techniques – *NPV and IRR*
- Practical issues to consider in NPV appraisal - *Inflation, Capital Rationing, Risk and Uncertainty*
- Managing risk & uncertainty

Executive Management & Control of Budgets

- The purpose and importance of budgeting
- Different budgeting models – *Are They Relevant for Your Business?*
- Preparing, negotiating & implementing the budget
- Controlling the budget & Variance analysis
- Using budgets to aid decision making: Cost/Volume/Profit (CVP) analysis & break-even analysis



Course Details

Course Title	<i>"Finance for Non-Finance Professionals"</i>
Duration:	5 days
Pre- Schedule:	02 nd - 06 th September 2024
Timings:	09:00 am – 05:00 pm
Fees per delegate	£ 4,500 GBP
Course Venue:	Thistle London Marble Arch
Course fees Include:	<ul style="list-style-type: none">• Completion Certificate upon successful attendance & participation• Documentation & handout+ USB Memory + conference kit bag• Refreshment and coffee breaks• Visa assistance if needed• Registration fees & charges• 2 pick up arrangements from and to London airports• Discounted Special Corporate rate for hotel accommodation• Assessment and follow up after course

For direct contact

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To view and download the course: <https://kseekers.co.uk/courses-conferences/>

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