



# FINANCE FOR NON-FINANCE MANAGERS

This course covers many useful aspects of financial management in organizations. Financial knowledge can be utilized in many dimensions in order to enhance to performance at the departmental level and overall organizational performance. Moreover, managers will learn how to measure financial performance with financial ratios. In general, the managers involved in the decision making process affecting the health of the organization is being pushed more and more to make his decisions from a base of financial knowledge and understanding. Basically, management action is regularly described in financial terms and its success or failure measured against financial standards.

Moreover, to perform effectively in business, it is necessary for all managers to have a good understanding of finance. In addition, they have to know how financial operations affect the basic operations of an organization and their importance in the planning and decision-making processes.

This interactive course is designed for managers and people from non-financial backgrounds to gain a better understanding of the basic principles of business finance and become more confident in addressing matters of a financial nature. Managers can become more confident in their financial communications, and improve their financial planning ability.

## Objectives

At the completion of the workshop, participants will be able to:

- define and enhance shareholders' wealth
- identify how finance tools can be used to manage performance
- utilize financial information for better business decisions
- analyze financial perspectives in strategic business operations
- interpret and analyze financial statements
- explain how capital budgets are prepared and used effectively

## Course Descriptions

- Understand Financial Statements and results interpretation
- Sources of finance
- Key Financial Ratios - the tools for measuring financial health
- Capital investment decisions
- The role of finance in the planning process
- Strategies and Value-Based Management
- Types of Risk in Financial Management
- Cash Flow Management