

# FINANCE FOR THE NON-FINANCIAL MANAGER

(Online training program)

## Overview of workshop content

The program is structured to help managers to identify trends, make performance comparisons with competitors, and practice financial forecasting. Managers will understand the different types of financial decisions.

- ✓ **Investing decision, a company's assets and resources are scarce and must be put to their utmost utilization, the decision relates to the careful selection of assets in which funds will be invested by the firms.**
- ✓ **Financing decision, wise selection of the when, where and how a business should acquire funds.**
- ✓ **Dividend decision, distribution of profits earned by the organization.**

## Program highlights

- ✓ **Construction of financial statements.**
- ✓ **Study the mapping between the underlying economic events and financial statements.**
- ✓ **Understand how to use financial statements to make short- and long-term managerial decisions.**

## Duration and format

Hours: 18

Format: 3 days full time, 5 days part-time or customized

Participants: 6 to 10

## Key benefits

***Be a well-informed, strategic user of financial and accounting data.***

***Utilize financial concepts to make more informed decisions.***

***Engage and communicate more effectively with the financial stakeholders in and off your company.***

## Who is this training for?

Ideal for managers with little to no academic training in finance or accounting. It is specifically designed for:

- ✓ Mid- to senior level managers.
- ✓ Anyone in a top-level position who does not feel comfortable with the ability to understand financial statements, financial information, and making financially based decisions.