

“ To succeed as a non-financial manager knowledge of basic financial principles and the budgeting process is critical. ”

You will learn how to:

- Integrate financial concepts and policies into the management decision and budgeting process
- Evaluate the meaning of profit and loss accounts and balance sheets
- Use ratio analysis and interpretation of key performance indicators
- Understand terminology such as gearing and return on capital employed
- Employ cash flow analysis to assess business status
- Calculate the cost of business activities and price effectively
- Use tools such as break-even analysis
- Manage working capital
- Control business operations through effective budget management.
- Develop your financial understanding
- Understand how your decisions affect your organisation's financial performance
- Improve your organisation's financial performance
- Communicate effectively with the financial executives and staff
- Measure the financial performance and stability of your business.
- Appreciate the financial implications of decision making

Course Benefits:

A manager's performance is measured by how effectively they oversee departmental budgets. To succeed as a non-financial manager, knowledge of basic financial principles and the budgeting process is critical. This course transforms financial and accounting concepts into decision-making tools you can use successfully every day. You learn to apply the fundamentals of finance to improve budget management, increase potential profits, and assess the financial performance of business activities.



“Great job Bill, Keep it up!”

Rony Mrad
International Bank of Qatar

“All Managers should learn from Bill, World Class he is”

Dr Fathi
Libya Oil Company



Course Content

The Importance of Finance

Demystifying financial jargon
Accounting Principles
Accountability and responsibility for financial information

Understanding the profit and loss account

Differentiating profit, operating and capital expense
Measuring profit and business success

Analysing the balance sheet

Evaluating the worth of an established business
Distinguishing fixed, current assets and liabilities
Depreciation and amortisation
Linking the profit and loss account to the balance sheet
Shareholder equity: What is it and why does it matter?

Cash Flow

Differentiating between cash flow, profit and net worth
Connecting cash management to line management
Credit and cash flow—maximising benefits
How much cash is enough?

Depreciation and Amortisation

How depreciation impacts your budget over time
Methods for calculating depreciation
Advantages and disadvantages of various key methods
Impacting the management budget

Costing

Absorption and marginal costing
Activity-based costing (ABC)
Costing as the basis for unit pricing
Analysing costs to gain competitive advantage
Distinguishing between direct and indirect costs

Budgeting

Managing effectively within budgeting constraints
Making the budget work for you
Comparing budget approaches
Types of budgets
Developing the budget
Budgeting as a planning and control tool
Controlling and evaluating the business
Budget process and coordination
Forecasting sales revenues and expenses

To take away from the course:

Course handouts. Computer based Financial analysis and forecasting tools. Financial performance of business activities.

Who this course is for:

Nonfinancial managers and anyone who wants to develop their knowledge of financial practices to improve their managerial skills.

Delegates should, ideally, have 3-5 years business experience, have budget responsibility and be involved with those who hold financial control in their organisations. A working knowledge of Microsoft Excel® is essential.

Training Methods

The programme is designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with handouts and post course references. The design of each course will provide for each delegate's preferred learning style and optimise experiential learning processes.

Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times. The presentation of each programme will use the most modern technique, materials and equipment.

Delegates are encouraged to bring their own data as well as use that provided.

“All too often, a manager’s performance is measured by how effectively they oversee departmental budgets. Learn to apply the fundamentals of finance to improve budget management, increase potential profits, and assess the financial viability of projects and transform financial and accounting concepts into decision-making tools.”

Course Leader: Bill Levell

Bill Levell is a principal consultant at the at the WLM UK. His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their operational plans.

Bill’s own corporate career took him to take senior appointments at Management and Board level both as Marketing Director and Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.

He travels widely and has recently completed a variety of training projects in Africa, UAE and Lebanon.



“Very informative and precise!”

Jiten Ajwani
Ali Baba Steel Trading

“Thanks Bill, The job will now become a lot easier thanks to you.”

Neeraj Mahajan
AWRostamani Corp

“Absolutely useful course!”

Andrew Ackah
Mediacom Ghana

“Excellent knowledge of the subject, Excellent training style!”

Abdullah Al Loughhani
Jumeirah Specialities

COURSE REGISTRATION FORM

Finance for Non Finance Managers



Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 delegates and receive a 20% discount
- 3 Delegates (receive a 10% discount) 5805 Dhs per person
- 2 Delegates (receive a 5% discount) 6128 Dhs per person
- 1 Delegate 6450 Dhs

"ISM COURSES ARE ALWAYS GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments at the Movenpick Hotel.

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry: _____
Address: _____ Postcode: _____
Country: _____ Tel: _____ Fax: _____ Email: _____
Authorising Signature* (Mandatory): _____
Authorising Signature* Name: _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

4 INVOICE CONTACT AND PAYMENT - If different from above

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____
Tel: _____ Fax: _____
Email: _____

TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.
Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50
Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.

Please fax this form to + 971 4 457 3999 or email to
denise@ismdubai.com to receive your confirmation
and delegate pack.