

COURSE OVERVIEW FM0080-4D
Finance for Non-Finance Managers

Course Title

Finance for Non-Finance Managers

Course Date/Venue

December 16-19, 2024/Vincent Meeting Room,
 Millennium Downtown Abu Dhabi, Abu Dhabi, UAE

Course Reference

FM0080-4D

Course Duration/Credits

Four days/2.4 CEUs/24 PDHs

Course Description



This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using “MS-Excel” application.



Finance has been taking centre-stage status over the last five to ten years. What was earlier concerned a discipline too technical and esoteric to merit attention of non-finance professionals is today increasingly being embraced by professionals from fields as diverse as manufacturing, marketing, and human resources. What has led to this heightened awareness of the need to understand finance? On the one hand intense competition in product markets has forced companies to think beyond top-line revenue maximization.



On the other hand, highly liquid and competitive markets for funds have forced companies to focus on providing maximum value to the providers of that scarce commodity- capital. Thus, today, companies are forced to think in terms of justifying their every action in clearly defined financial terms. Today, managerial performance assessment is more closely aligned to the objectives of maximization of the wealth of capital-providers than ever before. EVA, value-based management and such other terms are today part of the ordinary vocabulary of managers.

Having recognized the need for today’s manager to be far more conscious of the financial impact of his/ her actions than his/ her predecessors, this course seeks to equip the non-finance professionals with the basic set of tools and techniques from the finance discipline.

Armed with these, the manager will be able to gain an insight into the exciting world of the management of the finances of a company. Starting with the objective of the firm and an understanding of the financial system, the course progressively builds up concepts and aids the participant in applying these concepts to decision situations from various non-finance functions. Finally, the course is wrapped up by looking at ways to link managerial performance assessment with the goal of wealth maximization for the providers of capital.

The course participants will grasp the key connections between income statement, balance sheet and cash flow, pick-up signs of financial troubles in advance and be able to prepare a full set of financials for a start-up company.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on finance
- Use financial analysis to evaluate department/company performance
- Evaluate the impact of the break-even point on business performance
- Explain the importance of interest rates and financial risk
- Apply the technique of discounted cash flow (DCF) systematically
- Employ a variety of methods to evaluate new capital projects
- Use the techniques of capital budgeting properly
- Determine the company's weighted average cost of capital (WACC)
- Carryout alternative methods of costing products including activity based costing (ABC)
- Effectively contribute to the company's decision-making processes
- Evaluate a range of alternative sales pricing methods
- Manage working capital more effectively
- Consider the use of operating and financial leases
- Identify how the company's cash flow can be improved
- Consider a wide range of alternative methods of business valuation

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor's actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.

Who Should Attend


This course provides an overview of all significant aspects and considerations of finance for non-finance professionals including middle and senior level managers who are slated to occupy, or are already holding, positions that require a deep understanding of the financial implications of their decisions.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations:


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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Osama Harairi, MBA, BA, DBA (on-going), CPA, is a Certified Public Accountant and an International Expert in Financial Management with 25 years of practical experience in the areas of Financial Analysis & Planning, Finance & Auditing Management, Financial Markets Regulations, Financial Accounting, Financial Models & Systems, Financial Indicators, Financial Leverage, Financial Modelling & Forecasting, Financial Analysis Techniques, Financial Data Analysis Concepts & Process, Financial & Accounting Management, Financial Planning Techniques, Cost Optimization, Effective Budgeting & Cost Control, Planning & Forecasting Cost, Economic Cost Analysis, Evaluating Cost & Revenue, Budgeting & Cost Control, Revenues & Profit Margins, Investment & Strategic Planning, Cash Flow, Corporate Finance, Investment & Asset Management, Operation Management, Debt Restructuring, Budgeting & Risk Management, Master Planning, Annual Costs & Expenses Reduction, Sales & Profit Average Increase, Budgeting & Cost Control, Budget Forecasting, Risk Analysis & Management, Business Process Analysis & Modelling, Strategic Management, Foreign Exchange, Trading, Market & Financial Analysis, Business Planning, Total Productivity Measurement & Improvement, Project Implementation, Cost Control & Resource Allocation Management, Productivity Enhancement, International Treasury Management, Procurement & Stock Management, Return on Capital, Discounted Cash Flows, Equity Profitability Analysis, Credit Analysis, Vendor Invoice Processing & Management, Microsoft Dynamics and ERP System.

During his career life, Mr. Osama had occupied several important positions such as being the **Group CEO, Chief Executive Officer, Chief Financial Officer, Deputy General Manager, Acting General Manager, Accounting Department Head, Financial Manager, Accounting Manager, Senior Accountant, Accountant, Cashier Supervisor, Financial Consultant, Financial Trainer/Lecturer, Group Finance Consultant, External Auditor, Tax Calculation Expert and Cashier** of HS Group, Almas/Murad Group, Canadian Aluminum Industries, Gulf Food Co. Ltd., Silver Establishment, Musallam Establishment, Zahawani, Al-Naji, Basamat Center, Al Jazira, Al Ramiz International Group, Subhi Abu Gallous Co. and Rum Alladin Engineering Industries Co.

Mr. Osama has a **Bachelor's degree in Accounting**, holds **MBA** and currently enrolled for **Professional Doctorate of Business Administration (DBA)**. Further, he is also a **Certified Trainer**, a **Certified Public Accountant (CPA)**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**, a **Board Member** and has wide range of published reports and journal articles in banking consulting and economic publications. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Fee

US\$ 4,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Monday, 16th December 2024

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| 0730 – 0800 | Registration & Coffee |
| 0800 – 0815 | Welcome & Introduction |
| 0815 – 0830 | PRE-TEST |
| 0830 – 0930 | Financial Analysis & Break-Even |
| 0930 – 0945 | Break |
| 0945 – 1030 | Financial Statements & Accounting Concepts |
| 1030 – 1130 | Financial Ratios & Other Performance Measures |
| 1130 – 1215 | Break-Even Analysis and Modelling |
| 1215 – 1230 | Break |
| 1230 – 1420 | Interest & DCF |
| 1420 – 1430 | Recap |
| 1430 | Lunch & End of Day One |

Day 2: Tuesday, 17th December 2024

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|-------------|-------------------------------------|
| 0730 – 0930 | Interest Rates & Yields |
| 0930 – 0945 | Break |
| 0945 – 1030 | Forecasting Yield & Risk |
| 1030 – 1130 | Time Value of Money |
| 1130 – 1215 | Capital Investment |
| 1215 – 1230 | Break |
| 1230 – 1420 | Cost of Capital |
| 1420 – 1430 | Recap |
| 1430 | Lunch & End of Day Two |

Day 3: Wednesday, 18th December 2024

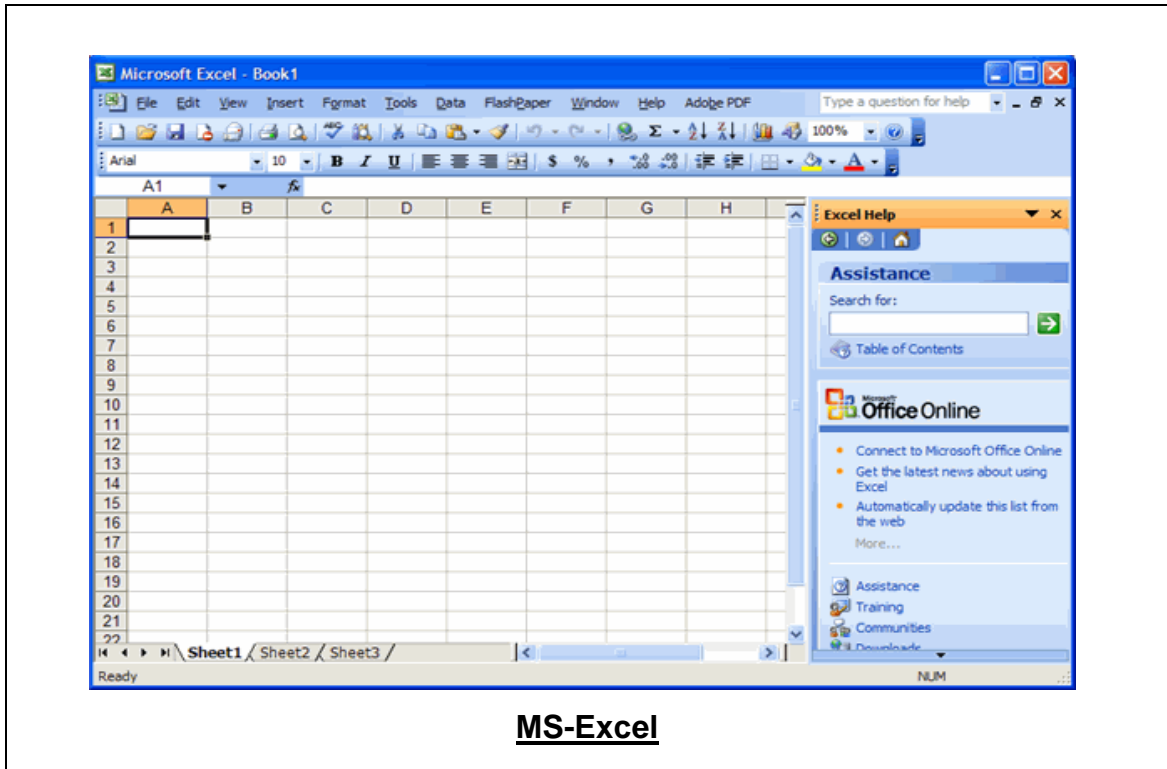
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| 0730 – 0930 | Capital Budgeting |
| 0930 – 0945 | Break |
| 0945 – 1030 | Cash Flow Estimation for Capital Budgeting |
| 1030 – 1130 | Costing & Pricing |
| 1130 – 1215 | Product Costing |
| 1215 – 1230 | Break |
| 1230 – 1420 | Labour Cost |
| 1420 – 1430 | Recap |
| 1430 | Lunch & End of Day Three |

Day 4: Thursday, 19th December 2024

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| 0730 – 0930 | Pricing Theory |
| 0930 – 0945 | Break |
| 0945 – 1030 | Cash Management & Business Valuation |
| 1030 – 1130 | Working Capital & Cash Management |
| 1130 – 1215 | Leasing |
| 1215 – 1230 | Break |
| 1230 – 1345 | Valuation of a Business |
| 1345 – 1400 | Course Conclusion |
| 1400 – 1415 | POST-TEST |
| 1415 – 1430 | Presentation of Course Certificates |
| 1430 | Lunch & End of Course |

Simulator (Hands-on Practical Sessions)

Practical sessions will be organized during the course for delegates to practice the theory learnt. Delegates will be provided with an opportunity to carryout various exercises using “MS-Excel” application.



Course Coordinator

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