COURSE OVERVIEW FM0080
Finance for Non-Finance

Course Title
Finance for Non-Finance

Course Date/Venue
Session 1: February 09-13, 2025/ Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar
Session 2: October 26-30, 2025/ Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar

Course Reference
FM0080

3.0 CEUs (30 PDHs) AWARD

H-STK© INCLUDED

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using the "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 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:-

- 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 **3.0 CEUs** (Continuing Education Units) or **30 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.

- 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. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, BSc, HDE, is a **Senior Finance & Management Consultant** with over **25 years** of experience in **Power** & **Water Utilities**, **Other Energy** Sectors and **Financial** industries. His expertise lies extensively in the areas of **Finance Budgeting**, **Budgeting**, Forecasting & Planning, **Budgeting** and Cost Control, **Finance & Budgeting** Process & Procedures, **Effective Budgeting** & Cost Control,**Project Financial Data, Financial Indicators**, **Financial Leverage**, **Discounted Cash Flows**, **Economic Cost** Analysis, **Equity Profitability** Analysis, **Financial** Modelling & Forecasting, **Financial** Analysis Techniques, **Financial Data** Analysis Concepts & Process, **Credit** Analysis, **Financial & Accounting** Management, **Accounts Payable** Automation and Technology, **Project Financial Data**, **Quality Control & Site Inspection**, **Financial Policies**, Governmental & **Budget Accounting**, Fixed **Financial Planning** Techniques, **Vendor Invoice Processing** & **Management**, **Evaluating Cost** & **Revenue**, **Budgeting & Cost Control** and **Marketing** Management, **Project Quality** Management**, Quality Control & Site Inspection, Project Quality Plan, Construction Quality** Management, **Material** Management **& Project Turnover, Project Risk** Management, **Risk** Identification Tools & Techniques, **Project** Life Cycle, **Project Stakeholder** & Governance, **Project Management** Processes, **Project Integration** Management, **Project** Management Plan, **Project Work** Monitoring & Control, **Project Scope** Management, **Project Time** Management, **Project Cost** Management, **Project Quality** Management, **Quality** Assurance, **Project Human Resource** Management, **Project Communications** Management, **Project Planning, Scheduling & Cost Control Professional**, **Project Scheduling & Cost Control**, **Facilitation & Leadership** Skills, **Coaching**, **Human Resource** Development, **Psychometric** Testing, **Career Development** & Competence, **Succession Planning**, **Self-Development & Empowerment**, **Personal Learning Needs Identification**, **Data Quality Control**, **Data Quality Assessment**, **Data Quality Planning**, **Data Quality Strategy** Management, **Customer** Management. Further, he is also well-versed in. **Leadership** Skills, **Presentation** Skills, **Negotiation** Skills, **Decision Making** Skills, **Communication** Skills, **Emotional Intelligence**, **Performance** Management, **Contract** Management, **Quality** Management, **Commercial Strategy**, **Project** Management, **Risk** Management, **Leadership & Business** Management, **Human Resource** Management, **Planning**, **Budgeting & Cost Control**, **Business Development**, Innovation, Sales Strategy and Knowledge & **Intangible Asset Assessment** Design.Mr. Taylor is the **Founder & CEO** of Mitakon Innovation Pty Ltd wherein he is responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Knowledge-Solutions Service Provider**, **Founder-Principal/CIO**, **Subject Matter Expert**, **Consulting Partner**, **Executive/Management Development Facilitator**, **Multinational/Corporate Senior Management Consultant**, **Senior Quality & Finance Management Consultant**, **Executive Management Development/Facilitator**, **Business Consultant/Facilitator**, **Business & Quality Consultant/Coach**, **Client Director**, **Administration Manager**, **Quality Manager**, **International Sales & Business Development Executive**, **Regional Sales Manager**, **National Key Accounts Manager**, **Commercial Sales & Marketing Consultant**, **Admin Assistant**, **Sales & Marketing Representative**, **Key Note Speaker**, **Lecturer** and **Instructor/Trainer** for various international companies such as the Highland Group (Business Consulting), **Anglo American**, **BHP Billiton**, Rio Tinto, DI Management Solutions (BPO), Master Deal Making Institute (MDMI), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, FMCG/Binzagr Company, **Unilever**, **Kellogg**'s, BAT, **Hershey's**, CORO, Lilly Direct/Lennon Generics and Bausch & Lomb.

Mr. Taylor has **Master's** degree in **Leadership & Innovation**, **Business Administration** and **Business Leadership** as well as a **Bachelor** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer**, **Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management** (**ILM**) and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences 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$ 6,000 per Delegate. 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

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	***PRE-TEST***
0830 – 0930	***Financial Analysis & Break-Even***
0930 – 0945	*Break*
0945 – 1115	***Financial Statements & Accounting Concepts***
1115 – 1230	***Financial Ratios & Other Performance Measures***
1230 – 1245	*Break*
1245 – 1420	***Break-Even Analysis & Modelling***
1420 – 1430	***Recap***
1430	*Lunch & End of Day One*

Day 2

0730 – 0930	***Interest & DCF***
0930 – 0945	*Break*
0945 – 1130	***Interest Rates & Yields***
1130 – 1230	***Forecasting Yield & Risk***
1230 – 1245	*Break*
1245 - 1420	***Time Value of Money***
1420 – 1430	***Recap***
1430	*Lunch & End of Day Two*

Day 3

0730 – 0930	***Capital Investment***
0930 – 0945	*Break*
0945 – 1130	***Cost of Capital***
1130 – 1230	***Capital Budgeting***
1230 - 1245	*Break*
1245 - 1420	***Cash Flow Estimation for Capital Budgeting***
1420 – 1430	***Recap***
1430	*Lunch & End of Day Three*

Day 4

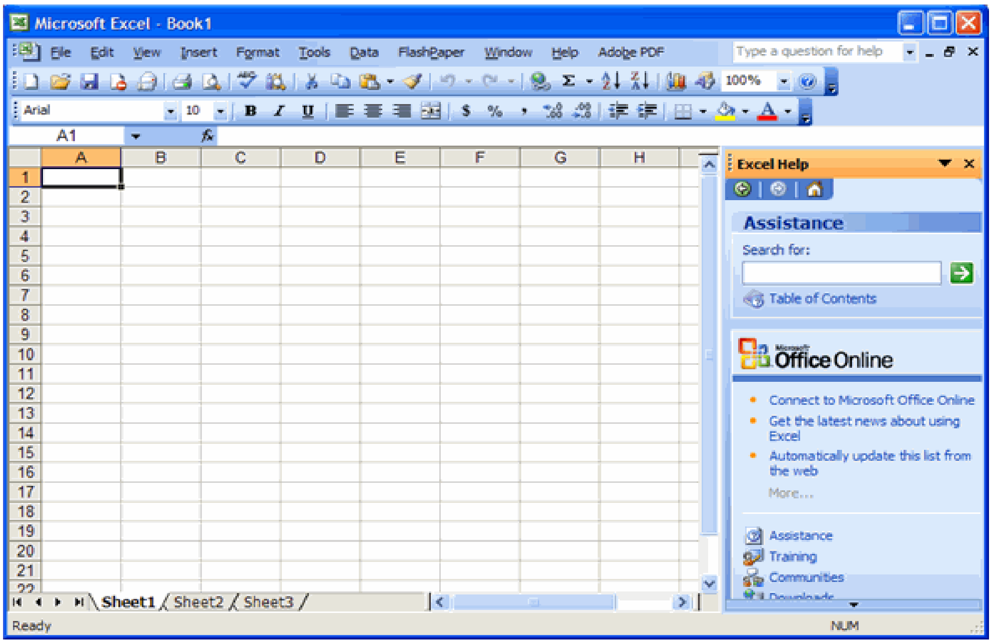
0730 – 0930	***Costing & Pricing***
0930 – 0945	*Break*
0945 – 1130	***Product Costing***
1130 – 1230	***Labour Cost***
1230 - 1245	*Break*
1245 – 1420	***Pricing Theory***
1420 – 1430	***Recap***
1430	*Lunch & End of Day Four*

Day 5

0730 – 0830	***Cash Management & Business Valuation***
0830 - 0930	***Working Capital & Cash Management***
0930 – 0945	*Break*
0945 – 1200	***Leasing***
1200 – 1215	*Break*
1215 – 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.



MS-Excel

Course Coordinator

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