

# FINANCE FOR NON-FINANCE MANAGERS

AN ISM EXECUTIVE TRAINING COURSE



"This course transforms financial and accounting language and concepts into decision-making tools that the non-financial manager can use on a daily basis."



## Course Content

Successful managers must be able to communicate effectively with those who get things done and those controlling the financial aspects of the organisation.

The aim of this very practical and participative course is to:

- Develop their financial understanding.
- Understand how their decisions affect their organisation's financial performance.
- Improve their organisation's financial performance.
- Communicate effectively with the financial executives and staff.
- Measure the financial performance and stability of a business.
- Appreciate the financial implications of decision making.





“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

### Course Benefits:

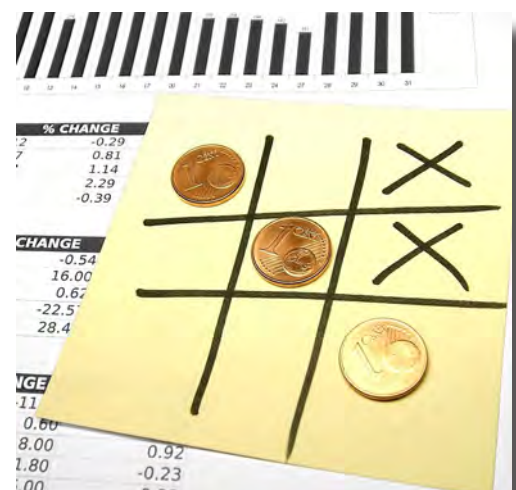
A manager’s performance is measured by how effectively they oversee departmental budgets. To succeed as a non-financial manager, knowledge of basic financial principles and the budgeting process is critical. This course transforms financial and accounting concepts into decision-making tools you can use 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.

### Benefits for you and your organisation :

To succeed as a nonfinancial 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 will learn to apply the fundamentals of finance to improve budget management, increase potential profits, and assess the financial performance of business activities. You will understand the terminology used by accounts and finance staff, and will feel more confident when involved with them. The course will help you do your job better and help prepare you for senior management, where financial awareness is crucial.

Your organisation will benefit because people will have more confidence. They will have a greater understanding of the financial performance of their own organisation, suppliers and competitors. This will result in more profit and/or better





## 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 items  
Measuring profit and business success

### Analysing the balance sheet

Evaluating the worth of an established business  
Distinguishing between fixed and 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 and minimising costs  
How much cash is enough?  
Generating unique information from cash flow statements

### 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  
Where depreciation rules come from

### Costing

The difference between absorption and marginal costing  
Activity-based costing (ABC)  
Costing as the basis for unit pricing  
Analysing costs to gain competitive advantage

### 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 using the budget  
Budget process and coordination  
Forecasting sales revenues and expenses

### To take away from the course:

Course handouts. Computer based financial analysis and forecasting tools. nancial 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.

“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 Chartered Institute of Marketing (the world’s largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

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 marketing and sales plans.

Bill’s own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then 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.



# COURSE REGISTRATION FORM

## Finance for Non Finance Managers



# ISM

Institute of Sales & Marketing

Telephone: + 971 4 4573814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 Delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 5805 Dhs per person
- 2 Delegates (receive a 5% discount) 6128 Dhs per person
- Please book 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 and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 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 \_\_\_\_\_

### 4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 P.O Box: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Authorising Signature\* (Mandatory): \_\_\_\_\_

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

### 5 INVOICE CONTACT AND PAYMENT

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: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Please Fax back the completed Form to + 971 4 457 3999  
 We will send you confirmation of your booking and further details.  
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 4573999

- Please send me details of 2012 training calendar
- Negotiation Master Class 10th, 11th & 12th June 2012
- Presentation Skills 14th & 15th June 2012
- Finance for Non-Financial Managers 17th, 18th & 19th June 2012
- Advanced Sales Management 24th, 25th & 26th June 2012
- Strategic Business Planning 1st, 2nd & 3rd July 2012

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 PO Box No: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Tel No: \_\_\_\_\_ Fax: \_\_\_\_\_

### 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 Aed 150

**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.