

# Finance for Non-Financial Managers

AN INTENSIVE AND HIGHLY PRACTICAL  
— 3 DAY COURSE —

*"If you want to thrive in  
today's economy, you  
must challenge the status  
quo and get the financial  
education necessary to  
succeed."*

*- Robert Kiyosaki*

*"Everyone should learn from  
this instructor...  
he is world class!"*

*- Libya Oil Company*



**ISM**  
ISM TRAINING

*Advance your career...  
achieve your goals*



# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Finance Course Introduction

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 will learn to apply the fundamentals of finance to improve budget management, increase potential profits and assess the financial performance of business activities.

The course will help you do your job better and help prepare you for senior management, where financial awareness is crucial.

*"I found learning about different types of financial reports and ratios for financial evaluation very useful."*

*- KOTC*

## Course Content

- The Importance of Finance
- Understanding the profit and loss account
- Analysing the balance sheet
- Cash Flow
- Depreciation and Amortisation
- Costing
- Budgeting

## 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. You will leave this interactive 3 day course with the financial confidence to advance your career and impact the profitability of your company.

# You will learn how to:

**01** ▶ Integrate financial concepts and policies into the management decision and budgeting process.

**02** ▶ Evaluate the meaning of profit and loss accounts and balance sheets.

**03** ▶ Use ratio analysis and interpretation of key performance indicators.

**04** ▶ Understand terminology such as gearing and return on capital employed.

**05** ▶ Employ cash flow analysis to assess business status.

**06** ▶ Calculate the cost of business activities and price effectively.

**07** ▶ Use tools such as break-even analysis.

**08** ▶ Manage working capital.

**09** ▶ Control business operations through effective budget management.

**10** ▶ Develop your financial understanding.

**11** ▶ Understand how your decisions affect organisation's financial performance.

**12** ▶ Improve your organisation's financial performance.

*"Price is what you pay.  
Value is what you get."*

**- Warren Buffet**

## Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.

## Who should attend?

Non-financial 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.

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.

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

Delegates will ideally bring their laptops to aid participation in the business simulation.



## Course Leader : Bill Levell

Bill Levell is a principal consultant 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.

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

*"Thanks a lot Bill for all the new information you have put in my head. The simulation on the last day and rendering business reports sections were very useful."*

**- NPS International**

## COURSE REGISTRATION FORM

Finance for non-financial managers



**ISM**  
ISM TRAINING

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

### 01 CHOOSE YOUR PACKAGE

1 Delegate: 7,450 Dhs

2 Delegates: 14,155 Dhs (5% Discount)

3 Delegates: 20,115 Dhs (10% Discount)

4 Delegates: 25,330 Dhs (15% Discount)

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

### 02 ATTENDEE DETAILS - Please complete in block capitals

| No | Full Name | Job Title | Tel (inc country code) | E-mail |
|----|-----------|-----------|------------------------|--------|
| 01 |           |           |                        |        |
| 02 |           |           |                        |        |
| 03 |           |           |                        |        |
| 04 |           |           |                        |        |
| 05 |           |           |                        |        |

### 03 COMPANY DETAILS - Please complete in block capitals

|                    |                      |           |                      |
|--------------------|----------------------|-----------|----------------------|
| Organisation Name: | <input type="text"/> | Industry: | <input type="text"/> |
| Address            | <input type="text"/> | Postcode: | <input type="text"/> |
| Country:           | <input type="text"/> | Email:    | <input type="text"/> |
| Tel:               | <input type="text"/> | Fax:      | <input type="text"/> |

Authorized Signature' (Mandatory):

Authorising Signature' Name:

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

### 04 INVOICE CONTACT AND PAYMENT - If different from above

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

|                              |                      |      |                      |       |                      |
|------------------------------|----------------------|------|----------------------|-------|----------------------|
| Contact person for invoicing | <input type="text"/> |      |                      |       |                      |
| Tel:                         | <input type="text"/> | Fax: | <input type="text"/> | Email | <input type="text"/> |

### 05 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

Find us in Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



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