

FINANCE FOR NON-FINANCE PROFESSIONALS: AI AND GAMIFICATION

COURSE OVERVIEW

In today's fast-paced and dynamic business environment, financial knowledge has become a crucial set of skills for professionals across all industries and job functions. Whether you are working in operations, marketing, or human resources, understanding finance is essential for making informed decisions that impact the success of your organization. Finance plays a critical role in every decision-making process within a company or government agency. It involves understanding how to operate a business, invest in it, and choose the appropriate financing mechanisms. This course is designed to equip you with a solid foundation in finance, providing you with the tools and techniques needed to make sound financial decisions in your day-to-day work.

Through this course, you will learn how finance affects your business and how to perform financial analysis to devise key performance indicators. You will also gain an understanding of capital projects and how to work with them effectively. By the end of this course, you will be able to confidently engage in financial discussions and make informed decisions that support the growth and success of your organization.

TARGET COMPETENCIES

- Financial Management
- Operating Decisions
- Investment Decisions
- Financing Decisions
- Financial Statements
- Financial Analysis
- Assessment of Capital Projects

COURSE OBJECTIVES

By completely attending this course, participants will be able to:

- Compare and contrast the roles of accounting and finance and explain finance role in running businesses
- Read and understand the four key financial statements: balance sheet, income statement, cash flow and changes in owners' equity
- Interpret the financial viability of a company and use financial information for management, analysis, and evaluation
- Design a financial key performance indicator scorecard for your business
- Perform capital budgeting techniques and cost-volume-profit analysis to enhance investment and operating decision making

TARGET AUDIENCE

This course is designed to provide non-finance professionals with the knowledge and skills they need to make informed financial decisions in their roles.

Participants will learn the basics of finance, financial statements, financial analysis, operating and capital budgeting, and cash flow management.

NOTE

This course requires the use of laptops with Excel 2019/365. Delegates must bring their own laptops with Windows-based Excel fully installed.

COURSE METHODOLOGY

This course demonstrates core principles in fundamental financial analysis and utilizes Excel in performing modern and creative techniques of financial analysis. Real-life case studies, individual workshops, and team presentations by participants. The use of gamification tool to engage delegates as part of the course

COURSE OUTLINE

CONCEPT OF FINANCIAL MANAGEMENT

- Accounting versus finance: rules and responsibilities
- Three pillars of finance
 - Financing decisions
 - Investing decisions
 - Operating decisions

THE KEY FINANCIAL STATEMENTS

- Understanding the accounting cycle
- The five main accounts in financial statements
- Income statement
 - Accrual basis versus cash basis
- Balance sheet
 - The balanced status
- Statement of owners' equity
- Statement of cash flows
- Wrapping-up: the cycle of financial statements
- External and internal auditors' responsibilities

ANALYSIS OF FINANCIAL STATEMENTS

- Why are ratios useful?
- Horizontal and trend analysis
- Vertical analysis: common size statements
 - Common size financial statements
- Building blocks analysis and reading through the numbers:
 - Liquidity ratios: ability to settle short-term dues
 - Solvency ratios: ability to settle long-term dues
 - Activity ratios: ability to manage assets efficiently
 - Profitability ratios
 - Limitations of financial ratio analysis

WORKING CAPITAL MANAGEMENT

- Definition of working capital and working capital management
- Working capital management strategies for current assets
- A/R and Credit Policy
- Credit Agreements and Analysis
- Inventory Management
- Cash management and Float
- Balancing profitability and liquidity
- Working capital management strategies for current liabilities
- Trade-off between profitability and liquidity

BREAKEVEN ANALYSIS AND DECISION MAKING

- Cost-Volume Profit Analysis
- Breakeven Price
- Breakeven Point - BEP
- Fixed versus Variable Cost
- Variable Cost Ratio
- Break-Even Units
- Using Excel's What-If Analysis

CAPITAL BUDGETING AND THE INVESTMENT DECISION

- Budget Methodologies
- What is Capital Budgeting?
- Time Value of Money
- Discounted Cash Flow - DCF Analysis
- Payback Analysis and Payback Period
- Net Present Value - NPV
- Initial Cash Flow
- Profitability Index
- Discounted Payback Period
- Accounting Rate of Return - ARR

To register or for complete course information

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