



FINANCE FOR NON-FINANCE MANAGERS

Easy as 1,2,3 - finance simplified

14 hour course

An interactive program for all business decision makers who want to develop a better understanding of business finance.

Business Managers who are experts in their own technical or business areas will get the required edge to deliver bottom line results by learning essential financial skills.

- Highly practical oriented
- Includes case studies and examples
- Tailored to the needs of businesses in the GCC

Includes section on how to plan in changing economic circumstances

KEY CONTENTS

1 Basic Principles

- Accounting principles - Financial management concepts - Common jargon
- Accrual accounting and cash accounting compared - The double entry principle
- Mechanics of the accounting process - Importance of documentation

2 Why Accounts - information for Strategic, Tactical and Operational Decisions.

- Shareholders' / Owners' objectives - Managers' objectives - Front line objectives
- Other External Stakeholders; Government, Banks, Creditors, Debtors etc.

3 Reporting - The making and interpretation of basic financial statements:

Balance Sheet, Profit and Loss Account, Cash Flow Statement

- The basic financial statements: Accounts talk and Simple talk. Preparation explained from the accounting perspective and in layman's terms.
- The Revenue Recognition concept
- Timing differences - the importance of online and complete accounting - analysis of how transactions have a financial impact.

4 Manage Profits and Cash Flow with Optimum Resource Utilisation

- Basics of good financial management to prevent problems
- The importance of cash "Cash is the lifeblood of Business"
- Difference between Cash Flow and Profit - The Cash / Working Capital cycle
- Effective Working Capital Management : Inventory, Receivables etc.
- Property and Equipment acquisition - Expansion planning.

5 Management Accounting: Understanding Costs

- Financial and Management Accounting Compared
- Costing and its uses the meaning of "Over-heads"
- Costing Methods: Job, Absorption, Marginal, Standard, Activity Based
- Break even analysis - Economic Order Quantity
- Cost of Capital
- Pricing decisions: Margins, Mark-ups, discount schemes, credit limits
- Cost Cutting, Cost Control, Cost Optimisation.



KEY CONTENTS CONTINUED

6 Budgeting: The Truth

- What is a Budget? - Overview of the Planning Process
- Strategic Aims - Key Performance Indicators
- Variance Analysis - Rolling Budgets.

7 Leverage Analysis and ways of granting secure credit

- Helping your company achieve optimum return on investment
- Some methods to secure payment - How banks guarantee payment
- Understand how credit worthy an organization is

WHO SHOULD ATTEND

All Business Executives who aspire to build strategic financial skills to explore new dimensions of business management and achieve financial leadership in business.

FACILITATOR

Huzaifa A. Nakhoda
FCA, CWA
CHARTERED ACCOUNTANT

Huzaifa Nakhoda is the Principal Consultant at Navigate Consulting.

In Dubai since 1994, he has held senior positions with reputed organizations.

A commercially astute professional with rich regional experience Huzaifa advises on corporate strategy, business process optimisation, mergers, joint ventures, international sales contracts and executing effective letters of credit.

Combining his commercial, legal and systems expertise with his knowhow as a finance professional he devises viable solutions which provide a sustainable improvement in bottom line results. He has set up comprehensive credit control policies and procedures, effective internal control systems, set up workable business planning and budgeting systems and rolled out smooth ERP implementations.

Huzaifa started his career as an auditor in India and has 20 plus years of experience in varied industries in the United Arab Emirates

He has a passion for training and enjoys sharing his rich experiences. He has also served as a visiting faculty for ACCA and at Universities. He has been invited to speak at major regional events such as the Big 5 and Gulfood.

Huzaifa is a Fellow Chartered Accountant, Cost and Management Accountant and a Certified ISO Lead Auditor from IRCA.



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REGISTRATION

Event date _____

To Register Please fill the below form and send it to:

Navigate Consulting

423, Radisson Plaza, Baniyas Road, Deira. P.O.Box 93192, Dubai, United Arab Emirates

Tel: +9714-2285752 Fax: +9714-2285751 email: events@navigate.ae

DELEGATES	Title	Full Name (As would appear in certificate)	Job Title	Department
1				
2				
3				
4				
5				
Company				
Address				
Telephone		Fax		email
Total No of employees				

Approved by

Signature	
Name	
Designation	

Payment:

Cheque will be ready on (date) _____ contact Mr/Mrs/Ms _____ at _____ for collection.

To ensure training effectiveness the session is limited to a maximum of 28 delegates

Full payment must be received in advance to confirm registration.

Payments to be made vide Company Cheque or Bankers Draft in favour of "Navigate Consulting".

For payments at our office - Our working hours are 9 am to 1 pm and 2 pm to 5 pm - Sunday to Thursday

Fees once paid are not refundable.

Full refund will be given only if the course is cancelled or schedule changed by the training provider.

CASH INVESTMENT

One or two Delegates	AED 4,000/-	per delegate
Three or Four Delegates	AED 3,500/-	per delegate
Five or more Delegates	AED 3,000/-	per delegate

www.experientialearning.net

www.navigate.ae

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