

**Course Overview:**

Knowledge of basic financial principles is critical to succeeding at any employment level and position. 'Finance for non-Finance Professionals' 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 also understand the terminology used by accounting and finance staff and feel more confident when involved with them or using them. This course will improve your performance and prepare you for senior management positions where financial awareness is crucial.

**Course Objective:**

By the end of the course, participants will be able to:

- Define the four key financial statements: balance sheet, income statement, cash flow, and changes in owner equity, as well as critical financial terms such as profit, margins, and leverage
- Interpret the financial health and condition of a company, division, or responsibility center and use financial information for management and evaluation
- Prepare an operating budget and relate it to the organization's strategic objectives
- Apply capital budgeting techniques to evaluate long-term decisions in projects and capital expenditures
- Use cost behavior concepts to calculate breakeven point and enhance short-term decision making

**Course Outline:**

- The Key Financial Statements Understanding the accounting cycleThe five main accounts in financial statementsIncome statement: A tool for performance measurement Accrual basis versus cash basisBalance sheet: A tool for financial position The balanced statusStatement of owners' equityStatement of cash flows: Why cash is kingWrapping-up: The cycle of financial statementsExternal and internal auditors' responsibilities
- Analysis of Financial Statements Why ratios are usefulHorizontal and trend analysisVertical analysis: Common size statementsBuilding blocks analysis and reading through the numbers: Liquidity ratios: Ability to settle short-term duesSolvency ratios: Ability to settle long-term duesActivity ratios: Ability to manage assets efficientlyProfitability ratiosLimitations of financial ratio analysisWorking capital management Definition of working capital and working capital managementVarious working capital management strategies
- Operating Budget Process and Techniques The meaning of an operating budgetSteps to budget developmentMaster budget components Sales forecastingApproaches to budgeting Incremental budgetingZero-based budgetingBudgetary control and correction
- Capital Budgeting: The Investing Decisions
  - Examples of exercises involving capital budgeting exercise
  - Time value of money: Aprerequisite for investing decisions
  - Required rate of return for investments (RRRI)

**Training Language:**

English-Arabic

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

**Venue | Date | Fees**

Riyadh | 14-01-2024 | 10,350 SAR  
Riyadh | 03-03-2024 | 10,350 SAR  
Khobar | 03-03-2024 | 10,350 SAR  
Khobar | 25-08-2024 | 10,350 SAR  
Riyadh | 01-09-2024 | 10,350 SAR  
Khobar | 13-10-2024 | 10,350 SAR

- Examples of cash outflows for capital projects
- Examples of cash inflows for projects
- Net Present Value (NPV) calculation
- Internal Rate of Return (IRR)

#### Cost Behavior Concepts and Breakeven Analysis

- Defining fixed costs
- Defining variable costs
- Contribution margin
- Computing breakeven point
- Sensitivity analysis: changing assumptions

#### Who Should Attend:

Managers, supervisors and staff from any function including finance who need to improve their understanding and usage of financial information.