

Course Overview:

Executives and professionals outside the finance department increasingly face financial decisions impacting strategic outcomes. This course provides a solid understanding of financial principles, empowering non-finance professionals to interpret financial data, communicate effectively with finance teams, and contribute confidently to budgeting, investment, and strategic decisions.

Course Objective:

- Interpret key financial statements and assess financial performance using ratios.
- Communicate financial insights clearly with internal and external stakeholders.
- Prepare and control budgets aligned with business strategy.
- Evaluate investment options using discounted cash flow and other appraisal tools.
- Manage costs and improve financial decision-making in operational contexts.

Course Outline:

1. The Business & Financial Environment
 - Role of financial management in business
 - Strategic financial planning
 - Accounting conventions and IFRS standards
2. Financial Statements & Analysis
 - Core financial reports overview
 - Liquidity, profitability, and efficiency analysis
 - Working capital and cash flow management
3. Budgeting Principles and Practices
 - Budgeting objectives and frameworks
 - Budget preparation and negotiation
 - Variance analysis and performance tracking
4. Cost Management and Optimization
 - Types of costs: fixed, variable, and mixed
 - Break-even and CVP analysis
 - Operational cost optimization strategies
5. Strategic Financial Decision Making
 - Financing sources: debt vs. equity
 - Cost of capital and WACC
 - Decision-making frameworks
6. Investment Appraisal Techniques
 - Appraisal methods: ARR, Payback, NPV, IRR
 - Time value of money in decision-making
 - Capital investment challenges
7. Risk and Performance Management
 - Identifying financial risks
 - Risk mitigation and planning under uncertainty
 - Performance evaluation tools
8. Case Studies and Practical Applications
 - Financial analysis case scenarios
 - Budgeting and forecasting exercises

Training Language:

English-Arabic

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Jubail | 20-07-2025 | 17,250 SAR

-Capital investment evaluation case

Who Should Attend:

- Sales and marketing executives
- Project and supply chain professionals
- Human resources and legal managers
- Internal auditors and cross-functional senior staff