

### 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 | 02-11-2025 | 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