



Finance, Accounting and Banking

Accounting for Non-Financial Executives

Course Introduction

This course is designed for non-financial executives who want to enhance their understanding of accounting principles and financial management. Participants will learn how to read financial statements, analyse financial data, and use accounting information to make informed business decisions. The course will provide practical tools and frameworks to enable executives to engage effectively with finance teams and contribute to strategic planning and performance management within their organizations.

Target Audience

- Non-financial executives and managers
- Business leaders and department heads
- Professionals seeking to improve their financial literacy
- Individuals preparing for leadership roles that require financial acumen

Learning Objectives

- Understand key accounting concepts and principles.
- Analyze and interpret financial statements, including the balance sheet, income statement, and cash flow statement.
- Utilize financial metrics to evaluate business performance.
- Develop budgets and forecasts aligned with organizational goals.
- Understand the impact of financial decisions on business operations and strategy.
- Communicate effectively with finance teams and stakeholders regarding financial matters.
- Make informed decisions based on financial data and analysis.

Course Outline

- Day 01

Introduction to Accounting and Financial Statements

Session 1: Overview of Accounting

- Definition and purpose of accounting
- Key accounting principles (GAAP, IFRS)
- Importance of financial literacy for executives

Session 2: Understanding Financial Statements

- Components of the balance sheet
- Income statement explained
- Cash flow statement: what it shows and why it matters
- Interpreting financial statements for decision-making

- Day 02

Analysing Financial Performance

Session 3: Key Financial Ratios

- Liquidity ratios (current ratio, quick ratio)
- Profitability ratios (net profit margin, return on equity)
- Efficiency ratios (inventory turnover, asset turnover)

Session 4: Performance Metrics and KPIs

- Identifying key performance indicators relevant to your business
- Understanding variances and their implications
- Using metrics to drive performance improvements

- Day 03

Budgeting and Forecasting

Session 5: The Budgeting Process

- Types of budgets (operating, capital, cash)
- How to prepare a budget: steps and best practices
- Aligning budgets with organizational goals

Session 6: Financial Forecasting Techniques

- Understanding different forecasting methods (historical, market-based)
 - Scenario planning and its importance in strategic decision-making
 - Using forecasts to support business planning
- Day 04

Financial Decision-Making

Session 7: Cost Analysis and Control

- Understanding fixed vs. variable costs
- Cost-volume-profit analysis for decision-making
- Techniques for cost control and management

Session 8: Capital Investment Decisions

- Evaluating investment opportunities (NPV, IRR)
 - Understanding the cost of capital
 - Making decisions about capital expenditures
- Day 05

Communicating Financial Information

Session 9: Effective Communication with Finance Teams

- Bridging the gap between finance and non-financial executives
- Best practices for discussing financial information
- Preparing for financial meetings and presentations

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 5, 2025	Jan. 9, 2025	5 days	4250.00 \$	KSA - Riyadh
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 29, 2025	Oct. 3, 2025	5 days	4950.00 \$	Netherlands - Amsterdam

FROM	TO	DURATION	FEES	LOCATION
Nov. 24, 2025	Nov. 28, 2025	5 days	4250.00 \$	UAE - Dubai