

Finance for Non-Finance

Seminar Outline

► Objectives:

By the end of this program, participants will acquire a good understanding of:

- The roles and objectives of financial staff in a company
- Types of companies
- An overview of financial statements reported by companies
- An overview of financial markets
- The return and riskiness of investments
- The effect of inflation on the value of money
- bonds and stocks

► Who should attend:

This seminar is designed for non-financial managers in every functional area of responsibility in all industries. Participants may include:

- Group leaders
- Project managers
- Program managers
- Department heads
- Others

► Structure:

This three-day seminar includes presentation, supporting documents, and interaction with highly experienced and qualified people from the field.

► Program outline

- **Introduction: What is finance?**
 - Explaining the differences between finance and other responsibilities in a company

- **Alternative forms of business organization**
 - Sole Proprietorship
 - Partnership
 - Corporation
 - Organizational structure of the firm

- **The finance staff responsibilities**
 - Coordination and control
 - Dealing with financial markets
 - Risk management

- **Taxation issues**

- **Financial statements**
 - The balance sheet
 - The income statement
 - Statement of retained earnings
 - Statement of cash flows

Exercise: Presenting a sample of each of the four statements

- **Analysis of financial statements**
 - Profitability ratios
 - Liquidity ratios
 - Asset management ratios
 - Debt management ratios
 - Market value ratios

- **Market value added and economic value added**

- **The financial markets and institutions**
 - Types of markets
 - Types of financial institutions

- **The determinants of interest rates, and the different types of interest rates**
 - Nominal rate
 - Periodic rate
 - Effective rate

- **Time value of money**
 - Future value
 - Present value



- **Loan amortization (loan repayment schedule)**
- **Investment risk and return**
- **Bonds**
 - Characteristics of a bond
 - Bond valuation and bond return
- **Stocks**
 - Legal rights and privileges of common stock
 - Stock valuation and stock return