



STRATEGIC FINANCE

For Non-Finance Managers

Course Introduction:

In today's global business environment, every business executive must possess a fundamental knowledge of how financial resources are accumulated, utilized and monitored to create shareholder value. Companies that leave these critical issues to the exclusive domain of financial executives stand to be at a clear competitive disadvantage. Understanding the financial levers of effective business management is crucial for every senior executive. In this course, you will explore how financial information is formulated, how it is processed to allocate capital, how financing decisions are made, how the outcome of investment decisions is evaluated, and how the outcome determines the return that the investors receive. The course will equip you with a collection of tools and insights to enable you to fulfill your professional goals as well as the expectations of your companies and investors

Course Objectives:

The program aims to enable participants to achieve the following objectives:

- Gain a thorough understanding of the wide range of financial terms and concepts
- Apply the financial concepts and policies behind the management decision processes
- Recognize the impact of effective working capital management on company cash flow
- Control business operations through effective budget management and be able to assess and control the impact of day-to-day business activities on a company's profitability
- Communicate effectively with financial executives and top management and be able to interpret and analyze financial statements.

Who Should Attend?

- Project Managers and Team Leaders
- Divisional and Department Heads
- IT Heads and Managers
- HR Heads
- Heads of Strategy and Planning

The course will also benefit experienced managers and directors with a limited formal financial background. Rising stars and manager moving into roles with financial accountability as well as managers with responsibility for the financial performance of a team, department or organization.

Course Outline:

- Review Of Financial Terms And Concepts
- Overview Of Money And Capital Markets
- Financial Accounting, Analysis And Interpretation

- The Income Statement
- The Balance Sheet
- Analyzing And Interpreting Statements
- Cash Flow And Working Capital Management
- Cash Flow Statement
- Working Capital Management
- Budgeting
- Setting Budgets
- Monitoring Budgets
- Capital Budgeting And Valuation
- Cost Of Capital
- Mergers And Acquisitions
- Financial Markets

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

