

## FINANCE FOR NON-FINANCE EXECUTIVES

<b>Start Date:</b>	04/10/2026	<b>End Date:</b>	08/10/2026
<b>Categories:</b>	Finance & Accounting	<b>Venues:</b>	Dubai
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This program demystifies financial concepts and equips non-financial professionals with the knowledge to read financial statements, understand key metrics, and make financially sound business decisions.

### OBJECTIVES

By the end of this course, participants will be able to: - Understand key accounting terms and financial principles. - Interpret income statements, balance sheets, and cash flows. - Evaluate business performance using financial ratios. - Create and manage budgets and forecasts. - Communicate more effectively with finance teams and stakeholders.

### COURSE OUTLINE

1- Financial Statements and What They Tell You 2- Profitability, Liquidity, and Efficiency Ratios 3- Budgeting and Forecasting Fundamentals 4- Business Case Development and ROI Analysis 5- Linking Financials to Strategic Decisions

### TARGET AUDIENCE

All Supervisory Levels, Department heads, project managers, business leaders, and professionals who need to interact with finance teams or interpret financial data.

### METHODOLOGY

Case-based learning, real company reports, budgeting simulations, and interactive exercises.

### CONCLUSION

Participants will leave with the financial acumen required to support strategic decision-making and better align their work with organizational financial goals.

### DAILY AGENDA

## **Day 1: Introduction to Financial Statements**

Break down key components of the balance sheet, income statement, and cash flow.

## **Day 2: Measuring Performance with Ratios**

Explore ratios for profitability, liquidity, and operational efficiency.

## **Day 3: Budgeting and Forecasting**

Design a departmental budget and develop basic forecasting models.

## **Day 4: Business Case & ROI**

Quantify project returns and prepare a business case for funding.

## **Day 5: Finance for Strategic Decision-Making**

Integrate financial insights into leadership decisions and KPIs.

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*For more information, please contact us:*

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