

Finance for Non-Finance Professionals for Decision Making

Target Audience: CEOs, Presidents, and Senior Executives: Seeking to acquire foundational financial understanding for strategic decision-making. Board Members, With little to no finance background, aiming to grasp essential financial concepts.

Hours: 16 Hours

Module 1: Introduction to Financial Statements

- 1.1 Understanding the Purpose of Financial Statements
- 1.2 Overview of Cash Flow, Balance Sheet, and Profit & Loss Account
- 1.3 Importance of Financial Statements for Non-Finance Professionals

Module 2: Understanding Cash Flow

- 2.1 Basics of Cash Flow Statement
- 2.2 Operating, Investing, and Financing Activities
- 2.3 Analyzing Cash Flow Patterns
- 2.4 Impact of Cash Flow on Business Decisions

Module 3: Deciphering Balance Sheet

- 3.1 Components of a Balance Sheet
- 3.2 Assets, Liabilities, and Equity
- 3.3 Interpreting Financial Health from Balance Sheet Ratios
- 3.4 Practical Applications for Non-Finance Professionals

Module 4: Interpreting Profit & Loss Account (Income Statement)

- 4.1 Structure of the Profit & Loss Account
- 4.2 Revenue, Expenses, and Net Income
- 4.3 Key Metrics for Assessing Performance
- 4.4 Linking Profitability to Business Strategy

Module 5: Making Informed Decisions

- 5.1 Utilizing Financial Data for Decision Making
- 5.2 Assessing Risks and Opportunities
- 5.3 Budgeting and Forecasting Techniques
- 5.4 Integrating Financial Insight into Strategic Planning

Module 6: Understanding Business Profitability

- 6.1 Profitability Ratios and Metrics
- 6.2 Evaluating Return on Investment (ROI)
- 6.3 Identifying Factors Affecting Profitability
- 6.4 Strategies for Enhancing Business Profitability

Module 7: Case Studies and Practical Exercises

- 7.1 Applying Financial Concepts to Real-Life Scenarios
- 7.2 Hands-On Exercises for Skill Development
- 7.3 Group Discussions and Problem-Solving Activities
- 7.4 Feedback and Review Sessions

Module 8: Final Assessment and Certification

- 8.1 Recapitulation of Key Learnings
- 8.2 Evaluation of Proficiency