**Finance for Non-Finance Managers**

**EXPLORING THE ESSENTIALS OF ACCOUNTING, FINANCE AND VALUE CREATION**

**COURSE OVERVIEW**

Designed for professionals without a financial background, this practical Finance for Non-finance Managers course uses the three primary financial statements to deliver essential knowledge of accounting and finance, including how to make value-creating managerial decisions.

It is a hands-on course using real company data and Excel spreadsheets.

We will demystify commonly used jargon and introduce the foundational principles of accounting. The income statement, balance sheet and cash flow statement are explored in detail. Delegates will build a set of financial statements in an Excel spreadsheet to account for a series of business transactions.

Using real company examples, we will explore the financial statements in more depth and introduce key financial concepts such as working capital, leverage, earnings per share and cash flow management.

We will calculate various financial metrics and analyse profitability in various ways, including the DuPont identities, using the case company financials.

Finally, we will drill down into the important question of value creation and how financial analysis tools, such as return on invested capital and net present value, can inform decision making.

**COURSE INFORMATION**

- **MODE**
  - Face to Face

- **DURATION**
  - 2 days

- **LOCATION**
  - Sydney city campus
  - Level 24, 123 Pitt Street, Sydney NSW 2000

- **WHO SHOULD ATTEND?**
  - Managers in any disciplinary background (outside of the finance function)
  - Non-finance specialists, including lawyers, engineers, general managers, operations managers, project managers, IT managers, human resource managers, business analysts, marketing and sales managers, company directors, entrepreneurs, NGO/NFP workers

**TO ENROL**

Corporate and Professional Education

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COURSE OBJECTIVES
This course is designed for professionals without a financial background. It will benefit managers across all disciplinary backgrounds outside of the finance function. It is also suitable as a practical refresher course for professionals who may have studied accounting or finance at university but have never applied this knowledge in a professional setting.

This course presents the often complex world of accounting and finance in a clear and useful manner. It is designed to equip professionals from a non-financial background with a practical understanding of accounting, finance and value creation. The learning is delivered in a practical and hands-on fashion using real company data and Excel spreadsheets. As a result, delegates will be able to engage more confidently with accounting and finance colleagues and contribute more effectively to collaborative decision-making processes. Additionally, delegates will be better qualified to progress to senior executive positions.

COURSE OUTCOMES
- Speak the language of accounting and finance
- Describe the purpose of each financial statement
- Define line items and give examples of underlying transactions
- Determine how specific business activities impact the financial statements
- Calculate profit, net assets and cash flow for a business
- Use financial statements to identify performance questions and to interpret responses
- Make capital investment decisions with reference to financial goals including value creation

COURSE TIMETABLE

**DAY 1**
- Jargon busting
- Foundational accounting principles
- Overview of financial accounting
- How business transactions are reflected in the financial statements
- Key links between the financial statements
- Income statement in depth
- Balance sheet in depth
- Cash flow statement in depth
- Case studies and Excel exercises

**DAY 2**
- Financial ratios in context
- Top 20 financial metrics
- Case company practical work
- Using the DuPont identities to unpack the raw metrics
- Defining ‘value’ and understanding how it is created or destroyed
- Role of financial leverage and capital structure
- Cost of capital calculations (WACC)
- Connecting execution and strategy through the language of finance, namely, risk and return
- Return on invested capital (or return on funds employed)
- Net present value

COURSE FACILITATOR
JENNIFER HARRISON
Jennifer is a finance professional with 25+ years’ experience. She is a former senior investment banker who worked in corporate finance and advisory positions in Sydney and London, and combines a passion for finance with a talent for teaching. She is well known for her lively and interactive presentation style that incorporates real-world examples. Jennifer studied economics and law at the University of Sydney and has a Master of Applied Finance from Macquarie University, where she is also an adjunct fellow lecturing postgraduate students in financial statement analysis, financial modelling and corporate finance.

HOW YOU WILL LEARN
FACE TO FACE
Set in an interactive classroom environment, you will participate in discussion, sharing first hand experiences while gaining coaching from our expert facilitators.

Designed for experiential learning, our face to face courses provide the opportunity for you to collaborate and network with peers at our North Ryde and Sydney City Campuses.