# AMA2218 Fundamentals of Finance and Accounting for Non-Financial Managers Training

Duration: **2 Day**

BILGINÇ IT Academy
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## Overview

**In today's business world, when every manager is held accountable for the bottom line, you have to be finance savvy.**

During challenging economic times, financial acumen is expected at every organizational level. You've got to know how to justify a request, quantify your contributions to the company, and spot profit drains immediately. Because whether you're a wizard of finance or a nonfinancial manager, performance is measured the same way-in dollars and cents!

Offering an accessible overview of finance for nonfinancial managers, this seminar features exactly what you need to further your career and build your future. From accruals to write-offs to receivables and payables, this workshop shows nonfinancial managers the concepts, tools, and techniques that can help make each decision pay off-on the job and on the bottom line.

**How You Will Benefit**

- Get a firm grasp of the numbers side of your job
- Gain greater confidence with a working knowledge of business financials
- Learn how to "think finance" and translate performance into financial terms
- Cultivate proactive working relationships with finance professionals and enhance your value to the organization
- Gain an understanding of the business dynamics of dollars and cents and how to take initiatives that meet your short- and long-term goals
- Take the guesswork out of your decision making and deliver a better bottom line
- Expand your professional expertise-and your career opportunities

**Who Should Attend?**

Nonfinancial managers in every functional area of responsibility in all industries. Please bring a calculator and a copy of your annual report (if available).

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## What You Will Learn

- Key finance terms: assets, liabilities, capital, depreciation, capitalization, current ratio, and others
- The accounting process: journals and ledgers and how debits and credits work
- Basic accounting principles
- Apply accounting conventions and guidelines
- Develop working rules regarding your corporate financial statements
- Use the balance sheet to examine assets and liabilities
- Analyze the income statement to assess revenues and expenses
- The statement of cash flow: sources and uses of funds
- Content and format of the annual report
- Debt vs. equity financing
- How leverage can increase return to shareholders
- Keep your plan on target with budgetary controls
- Use profit-planning tools, break-even analysis, and financial forecasting
- Cash flow: where cash comes from and how it's applied
- Elements of cost accounting
- Analyze payback method, discounted cash flow, present value, and present value index in making profitable capital investment decisions
- Criteria for examining the performance of divisions and product lines
- Cost of capital

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## Outline

1. **Basic Accounting Concepts**
   - Importance of the accounting equation
   - Significance of generally accepted accounting principles (GAAP)
   - Accrual process
   - Difference between accounting profit and cash flow
2. **Understanding Financial Statements**
   - Purpose of and terminology associated with the following financial statements:
     - Income statement or profit and loss statement (P&L)
     - Balance sheet
     - Statement of retained earnings
     - Cash flow statement
   - The accounting process, from recording business transactions to preparing financial statements
   - How various business transactions affect the financial statements
3. **Reviewing an Annual Report**
   - Components of an annual report
   - Importance of notes in evaluating financial statements
   - External auditor's role and the significance of the opinion letter
4. **Evaluating a Company's Financial Statements**
   - Calculate the key financial ratios using the financial statements
   - Use financial ratios to evaluate:
   - An organization's liquidity, leverage, and profitability
   - An organization's performance compared with budgeted goals
   - Use the Dupont formula to evaluate management performance
   - Use the concept of Cash Flow Return on Investment (CFROI) to determine if a segment of an organization is adding value to the business
5. **Improving Profitability through Cost Analysis and Profit Planning**
   - Differentiate between fixed and variable costs
   - Help your organization improve profitability through the use of:
   - Break-even analysis
   - Contribution margin analysis
   - Direct costing in appropriate situations
   - Traditional cost accounting and its limitations
   - Relevance of activity-based costing in today's business environment
6. **Capital Expenditure Analysis**
   - Distinguish between capital expenditure budgets and operating budgets
   - Function of the capital budget
   - Why cash has a time value
   - Recognize and apply different methods of evaluating capital expenditure and monitoring project performance
7. **Budgeting More Effectively**
   - Role of budgeting and issues budgets can solve
   - The budgeting process
   - Types of budgeting systems in use today
   - Analyze budgets for different purposes
   - Recognize and apply different methods of evaluating and monitoring operating performance