

# FINANCE

*for* NON-FINANCIALS



# Our trainings...

■ Our specialty is in finance and management. The trainings which we offer or are developing vary from specific to broad, depending on the subject and its purpose.

■ At the moment, our starting training offering is Finance for Non-Financials, a relevant combination of different finance disciplines which touches both the specific and the broad aspects of finance. We are able to provide a customized version of this training (e.g. in compact form) on demand.

■ Simultaneously, we are in the process of developing further packages to cater to the different needs of companies of various sizes and the challenges that they face. This list is not exhaustive, we recommend that you check our website and news regularly in order to discover our latest offerings.



## Finance

- Finance for Non-Financials
- Financial Statement Analysis
- Budgeting
- Investments & Capital Markets
- Mergers & Acquisitions
- Public Finance
- Investments in Emerging Markets
- Corporate Finance
- Real Estate Finance

## Management

- Strategy
- Organizational Behavior
- Quality Management
- Process Design
- Product Management
- Diversity in Organizations
- Motivation at the Workplace

# About this course...

❗ For many people in the business world, finance remains a mystery and is sometimes intimidating. Many concepts and terminologies may be confusing, yet they are the primary tools for properly understanding business situations and making correct decisions. Even in companies with finance departments, often times there is a language barrier between finance and non-finance employees.

❗ This 2-day intensive course serves to de-mystify the world of finance, by bringing you key knowledge and tools from four fundamental disciplines of finance. The training is specifically designed to be able to link essential concepts with day-to-day work, and in return boost your company's performance.



## Who should attend?

Non-financial employees from different position levels (analysts, managers, directors) who want to improve their business skills and decision-making.

## Practical details

**Duration:** 2 days

**Language:** English

**Location:** In-company or any meeting venue of your choice - worldwide

**Attendees:** Maximum 15

**Fees:** Between 3,000 EUR and 4,000 EUR for the entire group, depending on location

# Key benefits...

## ■ *Organization's Benefits*

- Improve the operating performance with the use of solid financial tools
- Manage cash more effectively and profitably
- Identify hidden costs and learn how to optimize them
- Apply financial management tools for project studies, product lifecycle management and organizational management
- Build stronger business cases for capital expenditure with correct methodologies
- Strengthen the management link between the decision makers and business planning
- Grow the potential of your employees, empower their confidence and efficacy

## ■ *Employee Benefits*

- Advance your decision-making ability by adapting financial concepts into your reasoning
- Be up-to-date with the relevant terminology and become confident in your business discussions
- Understand clearly the financial statements and reports, as well as their relation to business decisions
- Enhance your communication with financial managers and be able to translate your business language into theirs
- Apply management accounting costing tools to improve your budgeting skills
- Increase your business acumen with issues such as leasing, investments, cost structures, and profitability
- Demonstrate the added-value of your department with solid numbers
- Understand the economic environment and its impact on day-to-day businesses and private lives

# Course content...day 1

## ■ *Financial Accounting*

- Accounting principles & cycle
- Financial statements: what they are, their structures, how to analyze them
- Cash, short-term investments, receivables
- Inventory valuation methods
- Plant, property, and equipment depreciation and amortization methods
- Intangible assets
- Shareholders' equity and net worth

## ■ *Corporate Finance*

- Financial metrics & ratios: profitability, solvency, liquidity, and cash flow
- Present discounted value and the time value of money
- Corporate financing and the cost of capital
- Capital budgeting: methods and tools
- Company valuation methodologies
- Introduction to mergers & acquisitions

### Why Financial Accounting?

This module is an essential foundation for business language. It is the clockwork that keeps the business running.

### Why Corporate Finance?

This module looks at companies as a whole, their capital structure, financial strategies and sustainability.

# Course content...day 2

## ■ *Management Accounting*

- Traditional costing systems
- Activity-based costing
- Time-driven activity-based costing
- Total cost of ownership
- Cost-volume-price & break-even analysis

## ■ *Financial Markets*

- Sources of finance for an organization
- Financial markets: functions and types
- Banking, money creation, and the role of central banks in the economy
- The bond market: types of bonds, value and pricing of bonds
- Stock markets: how they work, economic theories of stocks, portfolio management
- Derivatives markets: options, futures, and trading strategies

### Why Management Accounting?

Numbers help us make decisions every day. But how do we know which numbers to use? This module focuses on operating activity, it provides different analytical tools for better business/project evaluation and budgeting.

### Why Financial Markets?

A company is not alone in a vacuum, it is always part of a larger environment. This module explains how the financial markets operate, and why the central banks play a key role in the tides of the economy.

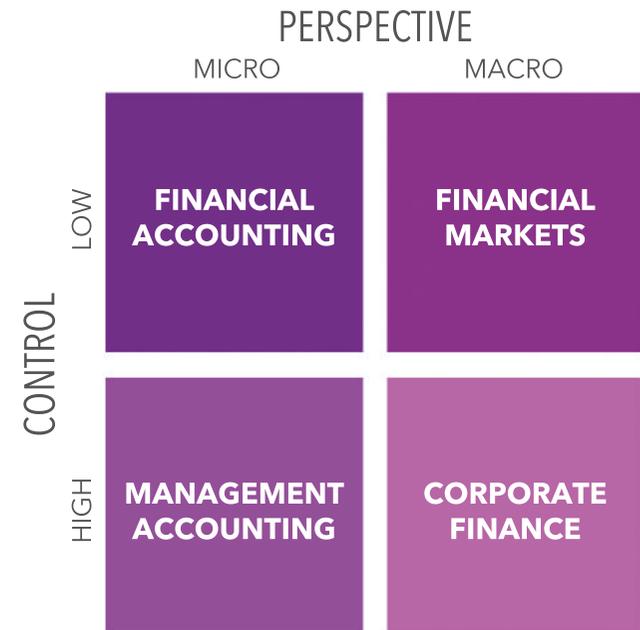
# Our methodology...

- Our trainings balance between solid academic information and practical real-life situations
- We will look at different company sizes of different sectors, but also adjust some of the content to represent your specific industry and situation
- After the end of the training, we will share exercises with all the attendees. They can submit their answers electronically via a link which will be provided. They are also more than welcome to e-mail our trainer at any time for any relevant questions
- We encourage open discussion and contribution, there are no stupid questions, every discussion opens room for learning for both the attendee and the trainer alike
- Copies (hard & soft) are shared with the attendees for later review

## Who should attend?

In our Finance for Non-Financials model, these four modules provide a well-rounded and balanced education from micro and macro perspectives and also the different abilities to shape and control the business environment.

### AHEAD EDUCATION: FINANCE FOR NON-FINANCIALS MODEL



**2 DAYS** (Excl. VAT)  
**GROUP FEE**

**LOCATIONS**

**BELGIUM**

*(Entire Country)*

**3,000** EUR

**LUXEMBOURG**

*(Entire Country)*

**3,000** EUR

**FRANCE**

*Île-de-France  
Hauts-de-France  
Grand Est*

**3,000** EUR

**NETHERLANDS**

*Zeeland, Noord-Brabant  
Limburg, Zuid-Holland,  
Utrecht, Gelderland,  
Overijssel, Flevoland  
Noord-Holland*

**3,000** EUR

**GERMANY**

*Nordrhein-Westfalen  
Rheinland-Pfalz  
Saarland*

**3,000** EUR

**UNITED KINGDOM**

*Greater London*

**3,000** EUR

**EUROPE - OTHER**

**3,500** EUR

**OUTSIDE EUROPE**

**4,000** EUR



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