THE INSTITUTE OF SALES & MARKETING

Finance for Non-Financial Managers

A 3 day intensive workshop for senior managers

April 20th 21st 22nd 2010 - Dubai.

Tell me and I will forget. Show me and I shall remember. Let me do it and I will understand

Introduction

All too often, a manager's performance is measured by how effectively they oversee departmental budgets. To succeed as a non-financial manager, knowledge of basic financial principles and the budgeting process is critical.

This course transforms financial and accounting concepts into decision-making tools you can use successfully every day. You will learn to apply the fundamentals of finance to improve budget management, increase potential profits, and assess the financial viability of projects.

Who should attend

This course is for senior non-financial managers and anyone who wants to develop their knowledge of financial practices to improve their managerial skills.

Business Simulation

The course will make use of 'business modelling simulations' whereby the participants will compete in groups as board directors of a fictitious company. They will use the techniques learnt on the program such as financial analysis, pricing and profitability to achieve best performance.

There is also the option to run an end of course project in which the participants use real life data from their own organisations.

Aims and Objectives.

- To gain a greater understanding of financial terminology
- To interpret the major financial statements
- To explore pricing and costing techniques
- To measure the financial performance and stability of a business
- To appreciate the financial implications of decision making

Tel: 04 345 3353 PO Box 33851, Dubai, UAE. Fax: 04 345 3356
Training@ISMdubai.com "Towards Best Practice…" www.ISMdubai.com

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Learning Outcomes

Delegates will be able to:

- Understand the role of finance in business management
- Confidently analyse company performance and stability
- Understand the structure and behaviour of costs in business
- Measure the financial outcome of decision making

Course Content.

Understanding the Terminology

Working capital, margins and profitability
Basic financial ratios

The Major Financial Statements

Content, inter-relationship and standing of these documents

Considerations of Application and Comparability of Accounts

Highlighting different interpretations of the same thing
Management ratios for analysing performance

Analysing Financial Performance

Analysing cash flow
Analysing cost structures
Impact of changes in price and volume

Exploring Pricing Theory

Strategic issue pricing
Cost, demand and competition orientated pricing

Financial Stability Testing

Measures to indicate future financial stability

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Dr. Patrick White – Course Director

After a successful international corporate career in a variety of industries across 13 countries with responsibilities for up to 14,000 staff he then went on to become a serial entrepreneur owning businesses in the hospitality, retail, IT and food and beverage industries.

His last business covered fuel and oil distribution and had a turnover of $US 1.6. billion and 600 staff

Initially qualifying as an accountant, he then obtained his Master of Business Administration majoring in Marketing and Finance. In 2000 he completed his PhD which was focused on Business Strategy and Leadership. His postgraduate studies were completed in Australia, United Kingdom and the U.S.A.

Dr White is a member of the Institute of Chartered Accountants, the Institutes of Directors, and has in the past represented the fuel industry on various governmental committees.

For the last 12 years whilst owning the above businesses, he has also worked as a high level management consultant in various business sectors as well as an international public speaker on a variety of business and people management topics. In this later role he has worked extensively throughout the Middle East.

He continues to deliver regular training seminars and speak at international conferences.

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To: **Simon Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**
From:

Finance for Non Financial Managers – A Three Day Interactive Training Course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Phone:
Fax:
Mobile:
Email:
P.O.Box:
City:
Country:
No. of employees for which you are in charge:
No. of years experience in role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)

Individual	4,960 Dhs	☐
Group (More than one)	4,560 Dhs	☐

Name/position invoice should be addressed to:……

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thank you.