

Executive Development Seminar & Training

July 7 - 8, 2017 (9am - 5pm)

Venue: Zurich, Switzerland

on Finance for Non-Finance Managers(FNFM)

seminar@globalbizresearch.org



Venue:

H+ Hotel Zurich, Badenerstrasse 537,

8008, Zurich, Switzerland

Tel: +41 44 4379900

PROGRAM OUTLINE

Introduction!

The Executive Development Training program, Finance for Non-Financial Managers is an ideal program for managers, professionals and decision-makers who lack formal training in accounting and finance and are interested in developing an excellent understanding of the financial side of business. This training program is carefully designed to impart the much-needed knowledge and best practices in the important areas pertaining to finance and accounting topics so that the managers are equipped with required financial intelligence for the dynamic and competitive global business landscape.

We recommend this course for the following people:

- ✓ Owners of a business
- ✓ Directors/senior executives/general managers
- ✓ Mid and senior-level managers
- ✓ Project managers
- ✓ Management consultants
- ✓ Business analysts
- ✓ Head of divisions/functions
- ✓ Finance support staff
- ✓ Self-employed professionals
- ✓ Managers/decision-makers of companies in marketing, operations, human resources and other non-financial areas

Who Should Attend?

Finance for Non-Finance Managers (FNFM) is a comprehensive program developed for non-financial managers. This course is ideal for you if you are a manager/decision-maker who has no formal financial and accounting background. If you are interested to acquire strong basic foundation and understanding on key financial documents, parameters and processes, here is a great opportunity to learn those very important skills.

Program Fee:

Without Accommodation: US\$750/-

With Accommodation: US\$1,250/-

Program Organized by:

Greater Vision Conferences & Seminars
Dubai - United Arab Emirates

For Registration:

Please send an email to:
seminar@globalbizresearch.org

Tel: +971 4 3403178,

Mob & Whats Apps: +971 55 1696221

www.globalbizresearch.org



Aim of the Proposed Program!

The primary aim of the proposed program/seminar is to make the participants financially intelligent. In this competitive global business, decisions made without proper understanding of the financial implications may lead to a decline in financial health and destruction of shareholder value. Managers and decision makers in business do better when they are aware of how financial success is measured, what the financial numbers really mean and how they can have an impact on the company's performance.

This 2-day training program is helpful to the managers to acquire important skills and knowledge of essential financial concepts/principles and enable them to use the financial information to make more effective short-term or long-term decisions in managing their businesses.

This training will provide the important financial principles and cover widely used financial management tools necessary for decision making. Learning is achieved *via* practical examples which reinforce the theory; real-world case studies and short group exercises with the active support and guidance of an experienced professional who is an expert in this area.

Finance for Non-Finance Managers (FNFM)

Outcome!

By participating in this program, participants should be able to

- ✓ Acquire deep insights into the fundamentals of finance and accounting concepts.
- ✓ Understand how financial information should be processed and interpreted for effective decision-making.
- ✓ Identify and interpret the ratios which are most important to your business.
- ✓ Identify how to improve the ratios that matter most.
- ✓ Comprehend the cost-volume-profit relationships, preparation of different budgets and importance of financial planning and forecasting.
- ✓ Use multiple techniques to evaluate projects and investments.
- ✓ Communicate your contribution to the bottom line.
- ✓ Gain knowledge on strengthening the financials of an organization.
- ✓ Ensure that the company can effectively mitigate business and financial risks.
- ✓ Offer valuable suggestions to ensure profitability and shareholder value maximization in organizations.

Methodology:

The program will be delivered through appropriate case studies, group discussions, brainstorming sessions and presentations by the facilitator.

Seminar/Training Materials:

Our Resource Person, a highly experienced professional, will provide all the relevant course materials that include notes, case studies, link to videos and powerpoint slides. The materials will be handed over to the participants on day 1. There will be a dedicated website link made available to the participants where they can download additional class materials after the program.

Contents of the Proposed Program:

Day 1

Introduction

- ✓ Finance and Accounting- They are more different than you think.
- ✓ Understand the concept of shareholder value.
- ✓ Financial knowledge and corporate performance.

Analyzing and interpreting financial information

- ✓ The power of ratios.
- ✓ What ratios are most important to your company?
- ✓ Identifying warning signals. How financial markets evaluate companies?
- ✓ How to conduct a dupont analysis?

Understanding financial statements

- ✓ Key underlying accounting concepts used in the preparation of financial statements.
- ✓ Spotting assumptions, estimates, and biases.
- ✓ Reading through the income statement, balance sheet, statement of cash flow and statement of owner's equity.

Profit versus cash and why we need both

- ✓ Accrual versus cash accounting.
- ✓ How cash connects with everything else?
- ✓ Understanding free cash flow.

Day 2

Working capital management

- ✓ Measuring working capital.
- ✓ Managing the cash operating cycle managing receivables and inventory.

Budgeting and planning

- ✓ Creating a budget, do's and don'ts.
- ✓ Financial planning, forecasting and variance.

Cost-volume-profit (CVP) relationship and their significance.

- ✓ Understanding fixed cost, variable cost and the contribution margin.
- ✓ Estimate the break-even point.

Return on investment (ROI): appraisal tools

- ✓ Analyzing capital expenditures
- ✓ Estimating cost of capital
- ✓ Understand the payback period, net present value (NPV) and internal rate of return (IRR) methods of project appraisal.
- ✓ Understanding weighted average cost of capital and capital structure for a company.

Tying it all up – The big picture for effective decision-making and proven ROI.

About the Trainer:

Dr. Saurav Roychoudhury is an Associate Professor of Finance at Capital University, USA. His expertise is in corporate finance, governance, computational finance and risk management in institutions. He has over 14 years of experience teaching Financial Management, Financial Modeling and Business Finance at the MBA and college level in the US, Canada, India and Thailand. He has won multiple teaching awards and has designed executive education programs in Finance in the US and India. He has extensively published in various peer-reviewed journals, has authored a book and written multiple book chapters. His research has been mentioned in The Economist and the Bloomberg Business week. He has worked in the Indian central bank and has consulted for many private, non-profit and government institutions in the US.



Dr. Roychoudhury has a Ph.D. with specialization in Finance from College of Business and Economics at West Virginia University. He also holds a Chartered Financial Analyst (CFA) charter from the Institute of Chartered Financial Analysts of India and Financial Risk Manager (FRM) certification from the Global Association of Risk Professionals (GARP).

Executive Development Seminar organized by:

Greater Vision Conferences & Seminars Organizing,

Office No. 102-30, Eiffel Business Tower, Emirates NBD Building,

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Website: www.globalbizresearch.org



Registration Form

Executive Development Training/Seminar on FINANCE FOR NON-FINANCE MANAGERS (FNFM)

Zurich-Switzerland.

7 – 8 July 2017, 9 am – 5 pm

Without Accommodation: US\$750/-

With Accommodation: US\$1,250/-

1. Name: Mr/Ms/Mrs _____ Mob. No: + _____

Organization: _____ Email: _____

Designation: _____

2. Name: Mr/Ms/Mrs _____ Mob. No: + _____

Organization: _____ Email: _____

Designation: _____

3. Name: Mr/Ms/Mrs _____ Mob. No: + _____

Organization: _____ Email: _____

Designation: _____

(*15% Group Discount on registration fee available for more than three registrations)

Option 1: Electronic Wire Transfer using SWIFT code:

Please remit/pay the seminar fee to the following bank account.

Company Name	GREATER VISION CONFERENCES & SEMINARS ORGANIZING
Account Name	GREATER VISION CONFERENCES & SEMINARS ORGANIZING
Account Number	0372514910001
Bank Address	RAK BANK, P.O.Box: 1531, Dubai-UAE. Dubai Residential Oasis, Damascus Road, Near Life Pharmacy, Al Quasis-Dubai.
Branch Name	AL QUASIS, DUBAI.
IBAN Number	AE550400000372514910001
SWIFT Code	NRAKAEAK
Routing Code	804020101

Option 2: Payment by debit or credit card using Paypal account: On confirmation of participation, we shall send you a Paypal Invoice to make payment.

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