



THE INSTITUTE OF  
SALES & MARKETING

## Finance for Non-Financial Managers

A 3 day intensive workshop for senior managers

January 10<sup>th</sup> 11<sup>th</sup> & 12<sup>th</sup> 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](http://www.ISMdubai.com)



## THE INSTITUTE OF SALES & MARKETING

### 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





THE INSTITUTE OF  
SALES & MARKETING

## 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.



THE INSTITUTE OF  
SALES & MARKETING

Telephone: + 971 4 345 3353 Facsimile: + 971 4 345 3356 Email: Training@ISMdubai.com

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.**

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