



*Training Course:
Finance for Non-Finance Executives*

*28 October - 1 November 2024
Casablanca (Morocco)
New Hotel*

Training Course: Finance for Non-Finance Executives

Training Course code: FI235212 From: 28 October - 1 November 2024 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4250 € Euro

Introduction:

Welcome to the "Finance for Non-Finance Executives" training program, proudly presented by Global Horizon Training Center. This program is meticulously designed to empower non-finance executives with essential financial knowledge and skills, enabling them to make informed decisions, contribute effectively to their organization's financial health, and communicate confidently with financial professionals.

Objectives:

By the end of this program, participants will be able to:

- Grasp the fundamental concepts of finance.
- Interpret financial statements and reports.
- Analyze financial performance.
- Make prudent financial decisions.
- Communicate financial insights effectively.

Target Audience:

This program is tailored for non-finance executives and professionals across various departments, including:

- Marketing
- Sales
- Human Resources
- Operations
- IT
- Legal
- Project Management
- General Management

Outlines:

Day 1: Introduction to Finance

- Finance Fundamentals
- Role of Finance in Organizations
- Financial Terminology
- Understanding Financial Statements

Day 2: Financial Statements and Analysis

- Balance Sheet Analysis
- Income Statement Analysis
- Cash Flow Statement Analysis
- Ratio Analysis

Day 3: Financial Decision-Making

- Budgeting and Forecasting
- Capital Budgeting
- Cost-Volume-Profit Analysis
- Investment Appraisal

Day 4: Working Capital Management

- Managing Cash Flow
- Accounts Receivable and Payable
- Inventory Management
- Working Capital Optimization

Day 5: Effective Financial Communication

- Interpreting Financial Data
- Presenting Financial Information



- Financial Storytelling

Registration form on the Training Course: Finance for Non-Finance Executives

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Company Information

Company Name:
 Address:
 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
 Position:
 Telephone / Mobile:
 Personal E-Mail:
 Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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