



*Training Course:
Finance for Non-Finance*

*29 December 2025 - 2 January 2026
Casablanca (Morocco)
New Hotel*

Training Course: Finance for Non-Finance

Training Course code: FI235491 From: 29 December 2025 - 2 January 2026 Venue: Casablanca (Morocco) - New Hotel
Training Course Fees: 4500 € Euro

Introduction:

In today's business world, understanding financial concepts is not just the responsibility of finance professionals. Every department, from operations to marketing, plays a role in the financial health of an organization. This program, "Finance for Non-Finance," is designed specifically for professionals without a financial background, aiming to demystify financial principles and empower participants to make informed business decisions. Through this program, participants will gain a solid grasp of financial statements, budgeting, cost analysis, and financial decision-making, enabling them to contribute more effectively to their organization's success.

Target Audience:

- Managers and team leaders from non-financial departments
- Professionals in marketing, operations, HR, and IT
- Entrepreneurs and small business owners
- Anyone interested in gaining a basic understanding of finance to enhance their decision-making capabilities

Objectives:

- To provide a clear understanding of basic financial concepts and terminology.
- To enable participants to read and interpret financial statements.
- To teach budgeting and financial planning techniques relevant to non-financial roles.
- To introduce cost analysis methods and their application in everyday business decisions.
- To empower participants to make financially informed decisions that contribute to organizational goals.

Outlines:

Day 1:

Introduction to Financial Concepts

- Overview of key financial terms and concepts
- The importance of finance in business operations

- The role of finance in strategic decision-making
- Understanding the difference between profit and cash flow

Day 2:

Reading and Understanding Financial Statements

- Introduction to the three main financial statements: Income Statement, Balance Sheet, Cash Flow Statement
- How to read and interpret each statement
- Key financial ratios and what they indicate
- Practical exercises: Analyzing sample financial statements

Day 3:

Budgeting and Financial Planning

- The importance of budgeting in non-financial roles
- Steps in creating an effective budget
- Different types of budgets: Operational, Capital, and Cash Flow Budgets
- Tools and techniques for budget monitoring and control
- Case study: Developing and managing a budget in a non-financial department

Day 4:

Cost Analysis and Control

- Understanding costs: Fixed, variable, direct, and indirect costs
- Techniques for analyzing costs and identifying cost-saving opportunities
- The role of cost control in achieving financial efficiency
- Practical exercises: Cost analysis scenarios in non-financial contexts

Day 5:

Financial Decision-Making for Non-Financial Managers

- Introduction to financial decision-making processes

- Evaluating the financial impact of business decisions
- Basic principles of investment analysis: Payback period, ROI, and NPV
- Practical application: Making a financially informed decision in your department
- Review and Q&A session to consolidate learning

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

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