



*Training Course:
Finance for Non-Finance Managers*

*19 - 23 April 2027
Casablanca (Morocco)*

Training Course: Finance for Non-Finance Managers

Training Course code: MA9330 From: 19 - 23 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's data-driven business environment, managers across all functions must be able to understand and use financial information to support effective decision-making. Financial data provides critical insights into organizational performance, profitability, and future planning.

This program, developed by [Global Horizon Training Center](#), equips participants with essential financial knowledge and practical skills to interpret financial reports, analyze performance, and apply financial tools in managerial decision-making. It bridges the gap between finance and business operations, enabling managers to make informed, value-driven decisions.

Course Objectives

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

- Understand the importance of finance in business decision-making
- Interpret and analyze key financial statements
- Apply accounting and financial concepts in managerial contexts
- Use financial ratios to evaluate performance and profitability
- Understand and participate in the budgeting process
- Apply cost analysis and financial planning techniques
- Evaluate investment decisions using financial tools
- Identify key financial drivers to improve business performance

Target Audience

This program is designed for:

- Managers and Supervisors from non-financial backgrounds
- Project Managers and Team Leaders
- IT and Service Support Managers
- Sales Executives and Business Development Professionals
- New Graduates and Professionals seeking financial literacy
- Anyone involved in decision-making requiring financial understanding

Outline

Day 1: Foundations of Finance and Financial Reporting

- Business Organizations and Sources of Finance
- The Role of Finance and the Finance Function
- Types and Sources of Business Finance
- Introduction to Financial Accounting Systems
- Understanding the Income Statement
- Understanding the Statement of Financial Position Balance Sheet
- Practical Exercise: Financial Reporting Case Study

Day 2: Financial Statements and Performance Analysis

- The Annual Financial Report AFR and IFRS Overview
- Financial vs. Non-Financial Information
- Understanding Cash Flow vs. Profit
- Preparing and Interpreting Cash Flow Statements
- Financial Ratio Analysis Liquidity, Profitability, Efficiency
- Evaluating Company Performance Using Financial Reports

Day 3: Management Accounting and Budgeting

- Financial Accounting vs. Management Accounting
- Costing Concepts and Cost Structures
- Overhead Allocation Absorption vs. Activity-Based Costing
- Cost-Volume-Profit CVP and Break-Even Analysis
- Budgeting Process and Techniques
- Variance Analysis and Performance Control

Day 4: Investment Appraisal and Financial Decision-Making

- Time Value of Money Present Value & Future Value
- Basic Investment Appraisal Techniques ARR, Payback
- Cost of Capital and WACC
- Advanced Techniques: Net Present Value NPV and Internal Rate of Return IRR
- Sensitivity Analysis and Risk in Investment Decisions
- Capital Rationing and Profitability Index

Day 5: Treasury and Risk Management

- Introduction to Treasury Management
- Interest Rate Risk and Management Techniques
- Financial Instruments: Options and Swaps
- Foreign Exchange Risk and Exposure
- Hedging Techniques for Currency Risk
- Practical Exercise: Managing Financial Risks

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

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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