Introduction

Financial knowledge and expertise are vital for managers in all types of organizations. In today's complex business environment, where responsibilities are increasingly delegated, a strong grasp of financial principles is more important than ever.

This interactive and practical fundamentals of finance and accounting program is designed to close the knowledge gap for professionals, especially senior leaders, who may not have received formal financial training and who often feel uncertain when required to discuss financial matters with colleagues or finance specialists. The course aims to simplify financial concepts and terminology, giving participants the confidence to engage in financial discussions and decision-making.

For business professionals and aspiring Master of Business Administration candidates, the program includes a specialized module covering the fundamentals of accounting and finance at a level aligned with business education standards. This module provides a rapid yet comprehensive overview of key financial accounting principles that form the foundation for advanced financial analysis and high-level decision-making.

Accounting Fundamentals Certificate

Upon completing the conference, participants may qualify for an Accounting Fundamentals Certificate. This certification demonstrates proficiency in the essential principles of finance and accounting, significantly enhancing career prospects in the competitive business environment.

The course builds a solid foundation in finance and accounting, enabling participants to apply these practices effectively in their roles. It also nurtures the skills required to become strategic thinkers and informed decision-makers in finance and business.

Intended Audience

- Staff members with financial responsibilities
- Finance professionals seeking to refresh their knowledge
- Professionals engaged in business decision-making
- Managers aiming to advance their careers
- Strategy and planning specialists
- Professionals in corporate communication and investor relations
- Employees aspiring to broaden their financial knowledge to support career progression

Objectives of the Conference

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

- Read and interpret financial statements with accuracy
- Conduct thorough analyses of business performance
- Contribute effectively to cash flow and working capital management
- Develop accurate budgets and implement cost management strategies
- Apply business cases and financing techniques to decision-making
- Understand the fundamentals of financial accounting within their business context
- Interpret their organization’s financial indicators with confidence
- Use the language of finance fluently in professional settings
- Understand balance sheets and profit-and-loss statements
- Manage company cash flows strategically and effectively

Targeted Competencies
Participants will develop competencies in:

- Interpretation of financial statements
- Financial analysis and performance evaluation
- Effective working capital management
- Preparing and managing operational budgets
- Making informed capital investment decisions
- Enhancing financial decision-making across business operations

Conference Content

Unit 1: The Basics

- Understanding accounting policies and terminology
- Recognizing accounting as a key information system
- Exploring the accounting equation
- Introduction to Generally Accepted Accounting Principles
- Distinguishing between cash accounting and accrual accounting
- Preparing and interpreting basic cash flow statements
- Navigating annual reports and understanding their structure
- Exploring the components of the yearly financial report package
- The role of external auditors in financial oversight
- Interpreting the accountant’s report and the auditor’s opinion

Unit 2: Interpreting Accounts and Financial Statement Analysis

- Preparing income statements and balance sheets with clarity
- Calculating financial ratios and liquidity ratios
- Understanding the cash conversion cycle
- Managing working capital effectively
- Evaluating profitability and leverage ratios
- Using the DuPont analysis method to assess performance
- Conducting both financial and non-financial performance analyses
- Performing credit analysis in detail
- Using credit ratings and Z-Scores effectively
- Informing decisions related to bank lending and financing

Unit 3: Planning for Profit

- Understanding principles of cost management
- Planning strategies for cost reduction and profit maximization
- Analyzing fixed and variable costs in income statements
- Applying break-even analysis to business scenarios
- Using contribution margin for profitability planning
- Exploring costing methods such as full absorption costing, marginal costing, and activity-based costing
- Applying standard costing techniques
- Introducing modern cost management concepts, including lean-based approaches

Unit 4: Budgeting in Today's Competitive Business Environment

- Understanding the role and process of budgeting
- Importance of budgeting in financial planning
- Navigating the annual budgeting cycle
- Identifying and analyzing budget variances
- Exploring modern approaches to budgeting systems
- Sharing practical techniques for efficient budgeting
- Performing accurate variance analysis

Unit 5: Cash Flow and Investment Decisions

- Exploring capital budgeting in business decision-making

- Calculating the weighted average cost of capital
- Applying present value analysis for forecasting
- Understanding the internal rate of return method
- Evaluating investment projects using the profitability index
- Applying discounted cash flow analysis to investment decisions