



Professional Education Programs

Course Finance for Non-Financial Managers

Overview Successful managers know how their decisions affect company profitability. Finance & Accounting for Non-Financial Executives provides the experienced, non-financial manager with an understanding of the numbers side of business. In this certificate program you will learn how to use financial information in real-life management situations.

This three-day seminar introduces essential financial management techniques for effective decision-making and provides executives with a solid understanding of corporate finance. It equips non-financial managers with a comprehensive working knowledge of financial principles and a strong foundation in financial management analysis. Participants learn to interpret crucial financial data in ways that enable them to improve their personal effectiveness and make a more productive corporate contribution.

The program also gives participants the opportunity to meet with peers, share experiences and expand their business knowledge.

Objectives The program also gives participants the opportunity to meet with peers, share experiences and expand their business knowledge.

- Understand financial and managerial accounting terminology
- Evaluate financial performance
- Measure the cost and profitability of a product or service
- Learn how costing systems are linked to corporate strategy
- Measure opportunity and capacity costs
- Evaluate key business decisions, such as outsourcing
- Prepare and use budgets
- Organize and evaluate the performance of corporate units
- Forecast financial performance and capital requirements
- Evaluate capital expenditure proposals
- Relate business strategy to external financial reporting

Who should attend This Short Course is addressed to:

- Executives and managers in key, non-financial Technical and production professionals who oversee operations. Owners and top executives of small and mid-sized businesses.
- You can come from any industry or sector, based anywhere in the world. Be prepared to examine yourself and your role, and explore what constitutes business research for strategic decision-making.
- Students and individuals who seek a career-long partnership for personal growth and development within an international community of learning.

Prerequisites

Duration Structured into 3 daily sessions (20 hrs)

Instructor





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Course outline Lectures designed to build the theoretical knowledge on the topic cover 40% of the course duration. The rest 60% is devoted to practical experience through laboratory exercises to be carried out at AIT's Innovation Management Laboratory. The practical component includes an exposure to exercises using various software tools. Optional homework assignments and quizzes will be available to interested groups and/or individuals.

The course contents per day follow:

Day 1:

Overview of Finance & Financial Markets

Performance Evaluation – Alternative techniques for

- Evaluating operating and financial performance. How to set, and use, performance targets for your company.
- Analyzing Historical performance.

Financial Statements , Cash Flow, & Taxes

Using Accounting Data in Strategic Decision-Making – Determining data

- When analyzing an important business decision. The impact of
- The context on data. Evaluating two common decision —
- Dropping a product and changing the price of a product.

Day 2:

Capital Budgeting Basics

Overhead Costs and Outsourcing Decisions – Outsourcing as a

- Solution to reduce the costs of overhead. Evaluating the
- Outsourcing decisions of a corporate division.

Investment Analysis – Organizing the capital budget process.

- Estimating the cash flow from an investment. Evaluating
- Alternative investment proposals. Setting the minimum
- Acceptable rate of return on an investment. The impact of inflation, taxes, allocated costs and other factors on an investment decision.

Cash Flow Estimation & Risk Analysis

Cost-Volume-Profit Analysis and Business Risk –

- How cost structure decisions affect profit potential and business risk.
- Using cost-volume-profit analysis to examine the impact of alternative cost structures.

Day 3:

Financial Planning & Corporate Valuation

Growth Through Acquisition

- Relevant considerations in business combinations.
- When an acquisition makes sense.





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- Evaluating an acquisition candidate. Internal versus external growth.
- Financing the Business – Alternative sources of capital, including equity financing, loans and trade credit.
- Measuring the cost of trade credit. Selecting the best financing mix taking into account risk, taxes, timing and out-of-pocket costs.

Tuition Fee

N/A

Discount Policy

Cancellation Policy

Program Registration

www.ait.edu.gr/profPrograms/reg_form/admission_form.asp

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