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Certified by the American Academy Of Financial Management (AAFM)



Master the financial tools and techniques essential for effective, successful management

# Essential Finance And Accounting Skills

By attending this valuable five day course, you will learn how to:

- **Break down** barriers between management accounting and operational departments
- **Understand** and **present** key financial statements
- **Recognise** unusual accounting treatments
- **Demonstrate** what a set of accounts reveals about a company's current situation, profitability, future prospects and risk profile
- **Demystify** management accounting and introduce the essential management accounting toolkit
- **Understand** various budgeting techniques and apply these to divisional performance appraisal
- **Interpret** and **define** a company strategic position and analysis
- **Develop** an **understanding** of company valuation from a discounted cash flow and comparable company analysis perspective

18 – 22 May 2008

Crowne Plaza Hotel, Dubai, UAE

## Who Should Attend:

Mid to senior level management professionals who wish to extend their knowledge further on the essentials of finance and accounting. This includes: General Managers, Divisional Managers, Business Development Managers and Non Accountants. The course will also apply to any member of the finance team who needs to understand more and who plays a part in a supporting financial role.

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# Essential Finance And Accounting Skills

18 – 22 May 2008 • Crowne Plaza Hotel, Dubai, UAE

**Certified by the American Academy of Financial Management (AAFM) recognised in over 100 countries by 435 universities, colleges and business schools**



**By attending this course, the added benefits you will receive include:**

- Annual membership to the AAFM professional body
- Access to the AAFM risk management network and body of information online
- Being taught by a leading finance expert from the American Academy
- Membership to the only professional body recognised by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Designation as a Registered Financial Executive (RFE)
- Qualification for entry into the AAFM Master Financial Professional programme
- Access to the AAFM international journal published online
- Gold Embossed Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees

**Course Timings:** Registration will be at 8.00 on Day One. All five days will commence at 8.30 and conclude with lunch at 14.30. There will be two refreshment breaks at appropriate intervals.

## Day One – Sunday, 18 May 2008

### Understanding Financial Information

#### The Driving Force Behind Financial Information

- The users of financial information and their different needs
- Meeting those needs
- The role of the finance function
- Different types of accountants
- Financial accounting vs. management accounting
- The annual financial statements
  - Why they are produced?
  - Content
  - What to look for
  - What they don't show

#### The Accounting Process – From Transactions To Financial Information

- Understanding the business process
- The balance sheet equation
- Understanding different types of business entities
- Generally Accepted Accounting Principles (GAAP) and IFRS

#### Processing Transactions – An Overview

- The concept of double entry book keeping
- Understanding debits and credits
- Books of prime entry
- Nominal ledger
- Trial balance
- Types of errors and how to prevent them

#### Case Study

#### Balance Sheet

- Using the balance sheet equation
- Fixed assets
- Current assets
- Liabilities
- Capital and reserves
- International accounting standards

#### Case Study

## Day Two – Monday, 19 May 2008

### Profit And Loss Account

- Measuring earnings
- Revenue
- Gross profit
- Operating profit
- Understanding the difference between revenue items and capital items
- Accrual accounting

#### Case Study

### Cash Flow Statement

- The cash flow cycle
- Linking the balance sheet and the profit and loss account
- Elements of the cash flow statement
- Extraordinary items
- Interest and dividends
- Taxation
- Acquisition/disposal of subsidiaries
- Non-cash amounts

#### Case Study

### Ratio Analysis

- Activity analysis
- Liquidity analysis
- Solvency analysis
- Profitability analysis
- Du Pont analysis
- Cash flow analysis

#### Case Study

## Day Three – Tuesday, 20 May 2008

### Budgeting And Divisional Performance Appraisal

- Aims of budgeting
- Budgeting principles
- The mechanics of preparing budgets
- Fixed budgets
- Flexible budgets
- Activity Based Budgeting (ABB)
- Rolling/continuous budgets
- Principles of cash budgeting

- The mechanics of cash budgeting
- The format of a cash budget
- Depreciation, notional costs, opportunity costs and cash flow budgets
- Non-trading cash flow inflows and outflows
- Features of a budgetary control system
- Performance measurement
- Financial performance measurement
- Non-financial performance measures

#### Case Study

### Project Appraisal – The Investment Decision

- Deciding between competing projects and maximising your limited resources
- Return On Capital Employed (ROCE) – why it is used, what it tells you and its limitations
- Time value of money and discounting
- Internal Rate of Return (IRR) - standard, modified
- Discounted cash flow techniques: the vital importance of net present value
- Payback period – the problems of short-termism in investment appraisal
- Sensitivity analysis – how sensitive are key decisions to potential changes in circumstances?

#### Case Study

## Day Four – Wednesday, 21 May 2008

### Understanding The Principles Of Corporate Finance

#### The Art And Science Of Valuations

- Valuation principles
- The payback period method
- The Net Present Value (NPV)
- The Internal Rate of Return (IRR)
- Profitability Index (PI)
- Finding the terminal value
- Understanding cash flows
- Qualitative issues
- Equity residual method of valuations
- Studying other valuation issues

#### Case Study

## Measuring And Creating Value

- What is the goal of the firm?
- Understanding the DuPont measure of performance
- Understanding economic value created
- Effectively calculating the economic value and market value you have added to your company

### Case Study

## Risk Analysis

- An introduction to risk analysis
- Techniques of measuring risk
- Sensitivity analysis
- Scenario analysis
- Understanding beta risk and measuring risk

### Case Study

## Day Five – Thursday, 22 May 2008

### For The Investor

- Leverage and its effect on earnings
- Earnings per share
- Price/earnings ratio
- Dividend payout
- Dividend yield
- Book value per share

### Examples

### An Approach To Financial Analysis

- Define the purpose
- Identify the objectives
- Gather all information
- Make adjustments to the information for analysis
- Preliminary assessment of the information
- Evaluate in depth

- Calculate the required ratios
- Analyse the ratios
- Conclude
- Report

### Review Case Study

### Focus On Special Industries

- Oil and gas Industry
- Accounting specifics
- Ratios

### Examples

### Service Industry

- Accounting specifics
- Ratios

### Examples

## About Your Expert Course Leader



**Geoffrey Baring** is the former CEO of two Australian registered training organisations. He has a background in management consulting, initially at the London based Urwick, Orr and Partners and subsequently as the Director of Human Resources consulting in the international accounting firm, Arthur Young. He undertook major assignments with many of Australia's largest companies including Shell Australia Limited, Esso (Australia) Limited, the ANZ Banking Group, Westpac Banking Corporation, Brown Coal Liquefaction (Vic) limited, Callide Coalfields and Australian Post.

In 1990, he became the Foundation Director of the Centre for Accounting Research at Monash University, a position that he held for three years and during which time he travelled throughout the Asia Pacific region presenting accounting and financial management programmes. Geoffrey joined Victoria University in 1993 and was responsible for its overseas programmes in Hong Kong. He

developed a number of postgraduate programmes in Hong Kong, including pioneering different modes of programme delivery, many of which are now accepted throughout the former colony. Geoffrey has a Bachelors degree from the University of Melbourne and a Masters degree from Monash University. He is a qualified workplace trainer and assessor. He was appointed a Visiting Professor at the China University of Mining and Technology at Xuzhou and has presented programmes at numerous universities throughout China. He sits on the academic advisory boards of a number of Australian Colleges and is a member of the Educational Committee of the Institute of Certified Management Accountants (ICMA). In addition he is responsible for the quality control of all ICMA courses run in Asia.



## The American Academy of Financial Management

The American Academy of Financial Management™, and its subsidiary the European Institute of Financial Management, is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria. The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the 7-week professional training component of the Kafa'at Programme for graduates entering the brokerage and trading industry. AAFM also has alliances with the Kuwait Institute of Banking Studies, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village, and many more. With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision, and are recognised on both the NASD and US Department of Labor websites.

## Hear What Our Delegates Said About The Previous Course

*"We are professionals, but we need fuel to move further onwards. IIR is that fuel!"*

**Murthad Rashid Al Kharusi**, Accountant, **Oman Oil Marketing Co**, Oman

*"Now we can understand the big picture of a corporate and its financial tools."*

**Abdulhadi Monzer Al Murr**, Junior Credit Analyst, **Finance House**, UAE

*"It was worthwhile to attend the course."*

**Khalid Al Abri**, Accountant, **Oman Polypropylene LLC**, Oman

*"Going forward it increased my understanding of finance and accounting."*

**Alvares Barretto**, Senior Financial Analyst, **The National Commercial Bank**, KSA

## Forthcoming Relevant Events

BC2494 **IIRS**  
3 – 7 February 2008  
[www.iirme.com/ifrs](http://www.iirme.com/ifrs)

BC2491 **Capital Markets Bootcamp**  
17 – 21 February 2008  
[www.ifme.ae/cmbc](http://www.ifme.ae/cmbc)

BC2495 **Advanced Budgeting**  
24 – 28 February 2008  
[www.iirme.com/budgeting](http://www.iirme.com/budgeting)

For more information on any of the above events please contact us on Tel: 971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

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IIR Middle East certified by



ISO 9001:2000

## FIVE EASY WAYS TO REGISTER

971-4-3352437 971-4-3352438 register@iirme.com

**IIR Holdings Ltd.** PO Box 21743, Dubai, UAE **GCS/IIR Holdings Ltd.** P O Box 13977, Muharraq, Kingdom of Bahrain

[www.iirme.com/essfinance](http://www.iirme.com/essfinance)

For further information and Group Discounts contact  
971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

WEB BC2594

Yes, I want to register for:

Event	Dates	Price before 2 March 2008	Price between 2 and 23 March 2008	Price after 23 March 2008
<input type="checkbox"/> <b>Essential Finance And Accounting Skills</b>	18 – 22 May 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

Run this event in house and save up to 40% Call today on 971-4-3352439

Course fees include documentation, luncheon and refreshments.  
Delegates who attend all sessions will receive a Certificate of Attendance.

## PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 <sup>st</sup> Delegate						
2 <sup>nd</sup> Delegate						
3 <sup>rd</sup> Delegate						
4 <sup>th</sup> Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department						
Training Manager						
Booking Contact						

Company: .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:

0-49  50-249  250-499  500-999  1000+

Nature of your company's business: .....

Yes! I would like to receive information about future events & services via email.

My email address is: .....

## Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In case you prefer payment in Dirhams, please use our exchange rate - US\$ 1 = AED 3.6724. All payments should be made in favour of IIR Holdings Ltd.

## Card Payment

Please charge my credit card:  Visa  Mastercard  American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

## Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

## Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

*Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.*

## Event Venue

**Crowne Plaza Hotel, Dubai, UAE**

Tel: 971-4-3311111

## Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)